

IRISH CIVIL WAR TO HALT MONDAY

ARMISTICE IS DECLARED BY REPUBLICANS

Dail Eireann Is Expected To
Take Up DeValera's Of-
fer Wednesday

By Associated Press
Dublin—Eamon DeValera's state-
ment of the conditions on which the
Irish Republicans are willing to ne-
gotiate peace sheds little new light on
the political situation in the opinion
of the Free State government circles
although it does contain a definite or-
der suspending hostilities as evidence
of the irregular's "good will."
De Valera's proclamation contains
six proposals which are generally re-
garded as embodying the points of his
old position. He asserts that the Irish
people constitute "the ultimate court
of appeal for deciding disputed ques-
tions of national expediency and pol-
icy," and declares in substance that
persons holding Republican principles
should not be excluded from the coun-
cils of the government.
The question of the Republican pro-
clamation is certain to be raised at
next Wednesday's meeting of the Dail
Eireann.

Dublin—A suspension of hostilities
by the Irish Republicans against the
forces of the Free State government,
and an effort to negotiate peace with
the Free State on certain conditions,
were proclaimed Friday night by Eam-
on de Valera, the Republican leader,
and his chief of staff, E. P. Aitken.
De Valera's proclamation set forth
the general political principles of the
Republicans and asserts that the ul-
timate court of appeal for deciding
disputed questions is a majority vote
of the people of Ireland; that resis-
tance by violence should be excluded,
but that adequate facilities should be
afforded the people for a proper pre-
sentation of the issues involved.

The proclamation adds that nobody
holding Republican principles should
be excluded from parliament, and that
the military forces are servants of the
nation and amenable to a freely elected
assembly.

SEES BASIS FOR PEACE
De Valera expresses the belief that
his declaration affords a basis for
peace and adds:
"We hope this advance will be met
in the spirit in which we make it, and
that it will be supported by all who
love our country and desire a speedy
and just ending to the present national
trouble."

"As evidence of our own good will
the army command is issuing herewith
an order to suspend aggressive action,
to take effect as soon as may be, but
not later than noon of Monday."

REPELS CLAIM TO ARMS
The effect of this proclamation is
still doubtful. De Valera all along has
declared his willingness to abide by a
decision based on the free will of the
people, but he is said still to maintain
his original position that the British
government must not interfere in Ire-
land if the people decide in favor of a
republic.

Chief of Staff: Aitken in his order
for a cessation of offensive operations
tells the Republican troops to remain
on the defensive and protect them-
selves and their munitions. This is
taken as implying that there is to be
no yielding on the part of the Repub-
licans to the Free State government's
demand for the surrender of all arms.

ORDER TO ARMY
Aitken's order follows:
"To all commands and independent
brigades:

"Suspension of offensive: In order to
give effect to the decision of the gov-
ernment and army council embodied
in the attached proclamation you will
arrange a suspension of all offensive
operations in your area as from noon
Monday, April 30.
"You will insure that whilst re-
maining on the defensive all units
take adequate measures to protect
themselves and their munitions."

COMMUNISTS CONTROLLED FEDERATED PRESS, CHARGE

By Associated Press
St. Joseph, Mich.—A witness for the
defense in the trial of Charles E.
Ruthenberg, Cleveland, charged with
conducting a communist syndicalism, has
disclosed information on the stand that
government agents had been attempting
to obtain for a number of weeks.
Testimony Friday at the Communist
party convention near here last Aug-
ust and he read a lengthy report as
one of its sessions part of which was
read again in part by the defense
Friday.
From it, the state and federal
agents present came into evidence
that the Federated Press, a news
gathering agency, was controlled by
the Communist party.
The report stated that the Federated
Press, along with three organizations
formed to aid Russia and as one of its
purposes the dissemination of Com-
munist propaganda throughout the
United States.

Storm Stadium To See Football Game; 40 Hurt

London—The new stadium at Wom-
bley hill with a capacity of 120,000
spectators, was the scene of disorders
Saturday afternoon when it opened
with the association football final, to
decide the championship between Eng-
land and Wales. Forty casualties re-
sulted when the doors were stormed
after the stadium was full. The game
was suspended for a time when spec-
tators swarmed on the field.

RUSSIA PLANS STRICTER RULE OF SOVIETISM

A United States Of Russia Also
Is Advocated By Com-
missars

By Associated Press
Moscow—The decisions of the Com-
munist congress—in substance, that
Russian endeavor to rehabilitate her-
self without the slightest surrender to
proletarian dictatorship and enforce
sharper Communist control of indus-
trial and economic life—are explained
in the government newspaper Friday.
A new state control commission will
have the right to investigate all depart-
ments of the government in an endeavor
to bring about what is described as
Leninist idealism.
The duties of the commission in-
clude merciless punishment of Soviet
employees for snobbishness or for dis-
regarding questions of workers and
peasants.

Woman To Decide If Navy Is To Chase Bootleggers

By Associated Press
Washington—A resort to use of naval
vessels in combating rum smugg-
ling off the Atlantic coast has been
determined upon by the administra-
tion if the department of justice de-
cides the President has the legal au-
thority to put into effect a plan al-
ready worked out.
The administration Saturday was
awaiting an opinion from the justice
department as to whether the presi-

20,000 GERMANS EXILED BY "INVASERS" TO DATE

By Associated Press
Berlin—Expulsions from the occu-
pied area approximate 20,000 accord-
ing to German official circles. Giving
figures up to April 15. Herr Von
Braun, the Prussian premier, told a
committee of the diet Friday that 4-
84 individuals had been formally ex-
pelled but the number affected was
about 20,000 as members of their fam-
ilies were sent out with the expelled
men.
He said that from the old occupied
area 3,886 imperial state and city of-
ficials and 156 private citizens had
been expelled, and from the newly oc-
cupied area 816 officials and 26 pri-
vate citizens.

Spanish-American War Veterans Will Turn Thoughts 36 Old Company G Members Still Live In Appleton Back 25 Years At Festivities And Reunion Here Tonight

It is a happy coincidence that the
Post-Crescent issues its Central Fox
River Valley Edition on the twenty-
fifth anniversary of the departure of
Company G for the Spanish-American
war, which is also the seventy-fifth an-
niversary of the settling of Appleton
as well as the seventy-fifth anniver-
sary of the founding of Menasha.
The soldiers who took part in the
war with Spain are fast becoming ve-
teran war veterans of this country
and, realizing this, they are gradually
seeking closer ties of companionship
with one another. Their silver jubilee
is to be in the nature of a reunion. Vet-
erans from all parts of the country,
their wives, Civil war veterans and
their wives and members of the 121st
Artillery band have been invited to
join with the local Charles O. Baer
camp tonight in commemorating the
date of April 28, 1898, when the local
soldiers entrained. A banquet, stere-

The Post-Crescent's Central Fox River Valley Number

The Appleton Post-Crescent today is pleased to offer its read-
ers its Central Fox River Valley Prosperity and Advancement
number, the largest newspaper ever printed in the Fox river val-
ley and one of the largest ever issued in Wisconsin, outside of
Milwaukee.

This huge newspaper, consisting of 100 pages, contains a vast
quantity of historical and statistical material of a highly infor-
mative nature, compiled entirely by the staff of The Post-Crescent
in about two months of intensive effort. It is almost entirely a
product of the Central Fox River Valley to which it is dedicated.
The paper was manufactured in Fox river valley mills, the photo-
graphic illustrations were made in this community and the printing
was done here. Publication of this newspaper, obtaining its
raw materials from many and varied sources, illustrates the re-
sources of this valley.

Approximately 13,000 copies of this edition were printed. All
but the 4-page cover section is printed on X grade print paper,
manufactured by the Patten Paper Co. of Appleton. This is the
best grade of newsprint made anywhere in America. To print this
issue, 21,756 pounds of the Patten print was necessary. The cover
section paper was manufactured by the Bergstrom Paper Co. of
Neenah and coated by the Appleton Coated Paper Co., of Apple-
ton. About 3,900 pounds of this paper was required, making 25,656
pounds, or more than 12 tons, in all. A continuous strip of paper,
22 inches wide, long enough to print this entire edition would reach
185 miles, the distance from Appleton to Chicago.

The cuts from which the illustrations were printed, were made
by the Menasha Printing and Carton Co. of Menasha, from photo-
graphs supplied by The Post-Crescent. About 300 photographs
were obtained by The Post-Crescent from which more than 100
were selected for use. The Banta Publishing Co. of Menasha, printed
the four cover pages.

This edition is printed with a special quality of ink suited to
the high grade paper that was used. About 150 pounds of this ink
was required.

This edition consists of eight sections of twelve pages each and
a 4-page cover section. The first editorial section is devoted to Ap-
pleton history and progress, the second to Neenah, Menasha, Kan-
kauna and the adjacent community, the third to the industries of
the Central Fox River Valley, the fourth to the rural community,
the fifth to Appleton and Outagamie county, the sixth to auto-
mobiles, the seventh and eighth contain the daily news report. A
single copy of this paper weighs 28 ounces.

The statistical and historical material contained in the edi-
torial matter and in the advertisements represents weeks of ex-
haustive study, and painstaking effort. Never before have the peo-
ple of this valley had an opportunity of learning as much with so
little effort about the community in which they live. It is a val-
uable addition to the permanent historical record of the Central
Fox River Valley.

With this explanatory statement, the Post-Crescent offers this
Central Fox River Valley number to its readers for their approval.

SENATOR LENROOT INDORSES COURT

Wisconsin Lawmaker Comes
Out For Judicial Body In
California Speech

San Francisco—United States Sen-
ator Irving Lenroot, Wisconsin, in an
address here Friday indorsed Presi-
dent Harding's plan for the United
States to enter the League of Na-
tions world court. The issue, he
said, was not political, but rather an
American question which should be
considered by the senate without re-
gard for political affiliations.
Indorsement of the court, he de-
clared, is a duty that America owes
to Europe, adding that it would be a
step toward world peace and the ad-
justment of international disputes.

P. B. YATES, BELOIT MANUFACTURER, DIES

Beloit—Porter F. Yates, founder,
president and general manager of the
P. B. Yates Machine Company, the
world's largest woodworking machin-
ery plant, died shortly before noon
on Friday in a Chicago hospital,
where he had come for treatment sev-
eral weeks ago, according to word re-
ceived here Friday afternoon. The
final cause of his death was pneu-
monia, followed by a breakdown of his
circulation system.

Auto Overturning In Creek Drowns Gitter

HARVEY TO QUIT POST IN LONDON, CAPITAL HEARS

Job As Ambassador Too Expen-
sive—Wants To Go Back
In Politics

BY DAVID LAWRENCE
Copyright 1923 by the Post Pub. Co.
Washington—Will George Harvey
resign as Ambassador to Great Brit-
ain when he returns here in a few
days?

This question has been raised here
not only because talk of a successor is
inevitably interesting, but because
George Harvey may play a very im-
portant part in the 1924 campaign if he
does come back to America.

When Ambassador Harvey applied
for leave of absence from his post,
President Harding was in Florida. Mr.
Harvey gave as his reason a desire to
attend to some urgent personal mat-
ters. No intimation has come since
to the white house or the department
of state that he intends to resign and
there is of course, no criticism of his
work so it is a question of involuntary
separation from his post. But the
circumstantial stories which have
been conveyed here from what appear
to be reliable sources is that Ambas-
sador Harvey simply can't afford the
London job any more and that the fi-
nancial strain is wearing him.

Besides the expensiveness of the
post, there is another influence pull-
ing at George Harvey—it is the desire
to get back into the political fray.
His name has been mentioned as a
possible manager of Mr. Harding's
campaign though this does not seem
as likely as Mr. Harvey's active par-
ticipation as right hand man to the
man who is chosen as manager. Mr.
Harvey is too new a Republican to be
come chairman of the Republican Na-
tional Committee—and who ever be-
comes chairman will manage the
Harding campaign.

WARREN AS SUCCESSOR
If Ambassador Harvey does resign,
there will be plenty of names men-
tioned for the place as it is always
much sought. The man who is not
unlikely to be considered for the am-
bassadorship to Great Britain, how-
ever, is Charles B. Warren, of Detroit,
Mich., who has just come home from
Tokio where as ambassador to Japan,
he helped immeasurably in bringing
the United States and Japan into ac-
cord both before and after the fam-
ous Washington conference on arma-
ment. Mr. Warren has won his spurs
in diplomacy and President Harding
thinks so much of his ability that he
is sending him next week to Mexico
to confer with President Obregon and
arrange a settlement of the entire
Mexican question.

A LITTLE EARLY

Fond du Lac—The first straw hat of
the season made its appearance
Thursday on the head of Fond du Lac's
mayor, R. D. Haentze. Pedestrians
raved when he wandered out of the
city hall, wearing his straw hat, but
he explained that he was only
"taking it over to get it cleaned."

Never Again?

Berlin—Germany lost 1,846,293
dead and 1,537,000 wounded in the
World war, according to official
statistics just brought up to date.
The number of dependents left by
those who lost their lives is fixed
at 1,945,000.
The dependents comprise 533,
000 widows, 1,134,000 children
who were left partially orphaned,
58,000 orphans, 58,000 parental
couples, and 182,000 parents who
were already widows or widowers.
The statistics have been sub-
mitted to the Reichstag by the
minister of labor.

MAYOR OF GARY AND 51 OTHERS GIVEN PRISON

Sentences Range From Day To
Year And One-Half For
Liquor Violations

Indianapolis, Ind.—Sentences rang-
ing from one day to a year and six
months in jail were given to 52 per-
sons convicted of conspiracy to vio-
late the prohibition laws in Gary and
Lakeview, Indiana, by Federal Judge
Pierdand Geiger in United States
District court here Saturday.

Roswell Johnson, Mayor of Gary,
was sentenced to serve one year and
six months at the federal prison at At-
lanta, Ga., and fined \$2,000. Lewis
Harnes, former sheriff of Lakeview,
now chairman of the board of public
works at Gary, was given one year in
prison and fined \$1,000. William W.
Dunn, judge of the Gary city court un-
til his resignation after his conviction,
was sentenced to one year and a day
in prison and fined \$1,000. Blaza Luc-
as, a Gary attorney was sentenced to
serve one year in prison and fined \$1,
000.

74 Year Old Lothario Tells Of His 22 Wives

Wilkesbarre, Pa.—Charles W. Davis,
74, Civil war veteran, on Friday broke
the silence he has maintained since
his arrest on a charge of bigamy and
grand larceny that has resulted in
twenty-two women, in various parts
of the country, claiming him as the
husband who had deserted them.
Puffing reflectively at an ancient
black briar, the spruce, white-haired
veteran sat on a cot in his cell where
he is serving a three year sentence
for grand larceny and spun out a tale
of matrimony, of conquests and heart-
aches which rival those of Casanova.
"I have courted women all over the
world. Yes, and lived with many of
them as their husbands," Davis began.
"But I deny that I married twenty-

PEACE OFFER IN TAX WAR TO BE MADE TO BLAINE

High Official Suggest Confer-
ence To Compromise On
Revenue Program

Madison—Peace offers are to be
made to Governor Blaine in the tax
controversy that is lying up the Wis-
consin legislature, it was learned au-
thoritatively Saturday. A suggestion,
expected to come from a high state
official, will be made for a conference
between the governor and progressive
Republican leaders in an effort to
draft a revenue measure that can get
through both houses.

This state officer has come to the
conclusion that the governor's tax bill
cannot muster enough votes to get
through the senate. He bases his
conclusion on the opposition of 13
stalwart senators, the opposition of
three Socialists and four addition Pro-
gressives. In a letter, which probably
will be sent to the governor, it is
learned that this official, asks that
Governor Blaine call into conference
Senator H. J. Severson, Speaker John
L. Dahl, Attorney General Herman L.
Elkern and other leaders, for the pur-
pose of drawing up a compromise
measure that would fulfill Progressive
Republican pledges for tax revisions.

Governor Blaine vetoed the Ridge-
way bill intended to force higher re-
quirements for teachers in Wisconsin
high schools, upon the ground that
the "effect of the measure is to pro-
hibit, after July 1, 1924, graduates of
two year normal school courses from
teaching in any high school and cer-
tain graded schools."

Vienna—Five hundred Communist
unemployed demanding increased
doles, stormed the parliament build-
ing, threatening the police with guns
and stones.

PERSHING MAY SEE WISCONSIN GUARD

Washington—While no formal an-
nouncement has been made by Gen.
Pershing regarding his plans for the
summer, it is known that he is con-
templating an extended swing around
the country at the time the training
camps are in progress, and will visit
as many of them as possible.
It is therefore, possible that Gen.
Pershing will visit Camp Douglas
where the Wisconsin National Guard
will be in training from July 14 to
August 29. In all Gen. Pershing ex-
pects to spend about three months in
travel about the various training
camps.
Gen. Pershing in his capacity as
chief of staff has already written a
letter to all members of the senate
and house, inviting them to visit the
camps during the training period this
summer.
The letter went to Senator LaFol-
lette and other senators and represen-
tatives opposed to a large national
camp, and to those members
who believe in a strong national guard
is a means of national defense.

BADGER GIDEONS MEET WITH ILLINOIS TRAVELERS

By Associated Press
Waukegan, Ill.—A two day conven-
tion of the Christian Commercial Trav-
elers of Illinois, with the Wisconsin
Gideons cooperating, opened here Sat-
urday. It is the twenty-third annual
session of the Illinois association
which has subscribed to a program in
conjunction with the Wisconsin as-
sociation calling for the placing of 100,
000 Gideon bibles in hotels and institu-
tions. The convention will end with
church services Sunday evening.

BEATS 112 HOUR RECORD AND STILL IS DANCING

Youngstown, O.—A new world's
dancing endurance record was estab-
lished here Saturday when at 4:04
Albert Kish of this city had beaten
the mark of 112 hours established
Thursday at San Antonio, Tex. by A.
L. Watson by one minute. Kish con-
tinued dancing.

Appleton Business Man Is Vic- tim Of Night Tragedy While Driving Alone

LIGHTS BRING RESCUE SQUAD

Resuscitation Effort By Police
Falls After Body Is Found
At Wheel

Richard Gitter, 37, well known Ap-
pleton business man, met a tragic
death through drowning early Friday
evening in a creek off the Ballard-
rd, three miles northeast of Appleton,
when his automobile overturned into
the water.

The drowned man was brought back
to the city in the police ambulance
after efforts to resuscitate him by
means of the lungmotor of the Apple-
ton fire department proved futile.
The call was received at the local
police department from Guelif Bros.,
Apple Creek at about 9:30 Friday eve-
ning that a car had overturned in a
creek two miles north of Second-ave,
and that nobody was to be seen
about the car. Sheriff Otto H. Zuehlke
and Chief George T. Prfm and Of-
ficer John Kobussen, who had just re-
turned from a case in New London,
drove at once to the scene with the
ambulance accompanied by Fireman
Fred Holtz and the lungmotor.

FOUND UNDER CAR

After the car was righted, the
drowned man was found underneath,
almost in a driving position. How
long he had been in the water could
not be ascertained. He might have
been there for a much longer period.
Had not the lights of the car contin-
ued to shine. It was these lights, one
of which was under the water that at-
tracted the attention of Reno and Ru-
ben Stammer, 450 Hancock-st.

Upon investigation Sheriff Zuehlke
and Chief Prfm observed that Gitter
had driven his car partly off the road
which was considerably elevated at
this point. He kept on driving with
one wheel off the road while at-
tempting to bring the car fully upon
the grade. Finally the wheel struck
the abutment of the bridge and
plunged into the creek imprisoning
the driver in the water.

LEAVES WIDOW AND SON

Gitter formerly conducted a soft
drink establishment on Appleton-st.
also one on College-ave and another
at Appleton Junction. He is survived
by his widow and a son, Earl; his
father and mother, Mr. and Mrs. An-
ton Gitter, Hortonville; five brothers,
Frank, Hortonville; Louis, Appleton;
George, New London; Albert, Tigert-
ont; and Leo, Ellettsburg, Ia.; sisters,
Mrs. Otto Dallmann, Tigertont; Mrs.
R. W. Collar and Mrs. Simon Sum-
mers, Hortonville.
The funeral will take place Tuesday
afternoon, with interment at Riverside
cemetery.

BRIDGE CONTRACTS ARE EXECUTED BY CITY OFFICIALS

Legal Requirements Met And Formal Order Placed For Two Structures

Contract for the construction of Appleton's two new bridges has now been formally entered into and all legal requirements have been fully met, according to Theodore Berg, city attorney.

Mr. Berg has examined both contracts as to legal form and found no legal impediment in connection with them. A duplicate of the contract has been forwarded to the contractors, signed by Mayor Henry Reuter and City Clerk E. L. Williams and approved by Mr. Berg.

Bonds have been furnished by the contractors for the full amount of the contract price, which in the case of the Lawrence bridge is \$58,947, and in the case of the Cherry-st bridge, \$218,951.

It is expected that C. T. Meyer & Sons Co., Oshkosh, builders of the Lawrence bridge will begin construction at an early date, and it is believed that the abutments for the Cherry-st bridge will also be begun soon by the Wausau Iron Works, contractors. The steel construction will probably take place during the winter. Completion of the Lawrence bridge is scheduled for Dec. 20 of this year, while the Cherry-st bridge is expected to be completed by July 1, 1924.

HUGE METEOR, LOST FOR CENTURY, IS FOUND AGAIN

By Associated Press Buenos Aires—The whereabouts of an aerolite of great size, which was revealed to the Spanish conquerors by Indians about the middle of the seventeenth century, and of which traces have been lost since the year 1812, have again been ascertained, according to a communication received by Professor Clemente Onelli, an Argentine naturalist, from a Senor Leberthou, who claims the rediscovery. The aerolite is located in the province of Santiago del Estero, in the uninhabited Otumpa pampa, which is also known as "Sky Pampa," after the celestial origin of the stone.

Up to the year 1812 the situation of the aerolite was well known, and from the minerals which constitutes its mass several flint-lock muskets were made. It was about the middle of the seventeenth century that the Spaniards, guided by the Villas Indians discovered the great meteoric mass, half buried in the sand. Reports say that a large portion was brought to Buenos Aires and a part sent to the British Museum.

After the war of independence and the long period of formation of the Argentine nation had passed, several exhibitions were sent out to search for the aerolite. Other attempts were made in more recent times, and it was only this year that an attempt made by the authorities of Santiago del Estero province ended in failure.

According to certain analyses allowed to have been made in 1812, the meteorite was constituted of pure meteoric iron, nickel and cobalt.

OPPEGARD CONDUCTING ASSESSOR'S SCHOOLS

Anton Oppgaard, acting assessor of incomes of the local state income office, is attending a series of assessor's schools. Friday he spoke at the assessors school in Green Bay. Saturday he attended the assessors meeting in Manitowoc. Next Monday he will conduct his assessors' school at Waukegan. Assessments throughout Waukegan and Outagamie counties will be begun by city, village and town assessors on May 1.

HAVE SALE OF PIGS OCCURS AT STOCK FAIR

Several thousand young pigs changed owners at the stock fair grounds Saturday. The grounds were crowded with farmers who brought in their pigs in automobiles, motortrucks, buggies and heavy farm wagons. Southern Wisconsin and northern Michigan buyers came prepared to handle all that were offered for sale.

O. E. KNOKE FARM TO BE SOLD AT AUCTION

The Ingersoll farm and herd of 81 cattle owned by the late Otto E. Knoke of Appleton was to be sold at public auction, Saturday, April 28, at the farm three miles southwest of Eland Junction.

The stock is said to be in excellent condition. A large number of Chester White pigs and a considerable quantity of farm machinery also were to be disposed of. The sale was to start at 1 o'clock in the afternoon.

Leaves Storage Space

The Hettlinger Lumber Co. has leased part of the first floor of the Wisconsin Malt and Grain Co. main building on Superior st. as a storage place for cement. It was required to accept cement as the mills are ready to ship it because of the demoralized railroad conditions and the Hettlinger company has leased the space in order to store the material against building demands this summer.

Roof Fire

Another roof fire occurred about 3 o'clock Friday afternoon at the home of Mrs. Elizabeth Wood, 17 John st. The shingles had caught fire through sparks escaping from the chimney. The fire did not penetrate through the roof into the attic and only chemicals were necessary to extinguish it.

Mrs. George J. Witz left for Milwaukee Friday for a several days' visit with relatives and friends.



Douglas MacLean and Madge Bellamy in 'The Hottentot'

AT THE ELITE THEATER FOR FOUR DAYS BEGINNING ON MONDAY

I SPIED TODAY

“The Hottentot,” Thomas H. Ince's spectacular motion picture featuring Douglas MacLean, will be the attraction at the Elite theatre for four days beginning Monday. Free tickets for this picture will be given for every item printed in I Spied Today. Report the interesting things you see and obtain a pair of the ducats for this splendid entertainment. Be sure to be specific and accurate in reporting the facts. Tickets should be called for at the office of the Post-Crescent immediately after the items are printed.

BIG JOB

Yesterday on the corner of Second and Outagamie streets at about 8 o'clock I spied a lady trying to move her sanitary couch all made up. She was having quite a time of it; she would push it a part of the way then get around in front and pull. When she got tired she would sit on it and rest. L. Q.

SAVED HIS COAT

Thursday afternoon on State-st I saw a man suddenly take off his coat, throw it on the ground and stamp on it. Matches in the coat pocket had become ignited. He succeeded in stamping out the blaze before his coat was a total loss. H. H.

FOR BARGAIN HUNTERS

Last Saturday as I was in one of the downtown drug stores, I noticed a basket of soap, standing near the counter, with a sign reading, Your choice 5c a bar. Thursday night as I was in the same drug store, I spied the same soap with a sign, reading 10c a bar, buy one, you get one free. W. C. R.

VETERAN BUREAU TO HALT TRAINING CHIROPRACTORS

By Associated Press Washington—No more World War veterans will be trained by the veteran's bureau to become chiropractors. Director Hines said he had ordered the training discontinued because he felt as some states impose restrictive legislation on the profession and others do not countenance it at all, it seemed doubtful whether the men so trained could be sure of earning a living.

The 300 men now in training in chiropractic courses will be permitted to conclude their work.

BACK ACHE TERRIBLY

Amarillo, Tex.—“My back was my greatest trouble. It would ache so that it would almost kill me and I would have cramps. I suffered in this way about three years. Then a lady friend suggested that I try Lydia E. Pinkham's Vegetable Compound. I have had better health since, keep house and am able to do my work. I recommend the Vegetable Compound to my friends as it has certainly given me great relief.”—Mrs. C. B. ROBINSON, 608 N. Lincoln St., Amarillo, Texas.

The Vegetable Compound is a splendid medicine for women. It relieves the troubles which cause such symptoms as headache, painful menstruation, irregularity, tired and worn-out feelings and nervousness. This is shown again and again by such letters as Mrs. Robinson writes as well as by one woman telling another. These women know what it did for them. It is surely worth your trial.

Housewives make a great mistake in allowing themselves to become so ill that it is well-nigh impossible for them to attend to their necessary household duties.

10 YEARS OF DEALING

— SEE — E. W. SHANNON — FOR —

Typewriters and Adding Machines

WAR ENGINEER ON C. & N. W. 50 YEARS

Thomas Gray, Former Kaukauna Resident, Is Dead In Chicago

Thomas Gray, 89, for more than 50 years an engineer of the old Milwaukee, Lake Shore & Western road, and who made his home at Kaukauna for many years, died at the Alexian Brothers hospital at Chicago early in the week following an operation.

Mr. Gray had a splendid record as an engineer, never having had a fatal accident during his long service. He was one of the original engineers of the old Milwaukee, Lake Shore & Western road and ran the first engine to Eland Junction, when the line was extended to that point.

He retired from railroad service on a pension a year ago and since that time had been actively engaged in conducting logging and lumbering operations in the north. He started his railroad career at the age of 17, as a water boy.

CREDITORS OF ANTIGO WOMEN BANKRUPTS MEET

Creditors of Mrs. Alice Waller and Miss Dorothy Parsons of Antigo, doing business under the firm name of the “Quality Shop,” will meet Saturday afternoon. They were adjudged voluntary bankrupts April 5. Their assets as listed at \$782.16 and liabilities at \$6,373.75. The meeting of creditors will be held in the office of the referee in bankruptcy at 2 o'clock. A trustee will be elected and other matters disposed of.

Miss Ada Schulz left Saturday for Kewaskum, where she will spend the weekend with her parents.

BUILDING PERMITS

A total of 115 building permits has been issued by Oscar T. Weissgerber, city engineer, to date. Forty-four of the permits were for private garages and 48 for new homes. Friday's permits were for two garages and a house involving prospective expenditures of \$4,300. The permits are as follows: Nick Sorensen, frame garage, 632 Spring st. Oscar Putz frame garage, 779 Appleton st. Helmut Klitzke, frame house, Guilmore st.

Here From West

The Misses Rosalia and Sarah Rohde of Eagle Rock, Calif., are visiting at the home of Mrs. Helen Zebell, 535 State-st. The sisters recently brought the body of their mother who died in California to New London for burial.

ELITE Today

An up-to-the-minute melodrama

LIGHTS OF NEW YORK

Sunday Only

DUSTIN FARNUM

- in -

The BUSTER

And Sunshine Comedy

25c — ADMISSION — 25c

Monday for 4 Days

THOS. H. INCE presents

The HOTTENTOT

With DOUGLAS MACLEAN and MADGE BELLAMY

The Limit in

Laughs, Thrills, Spills

First National Pictures

Little Chute Theatre

SUNDAY

REGINALD DENNEY

IN

“The Kentucky Derby”

A Great Race Horse Drama

Also a Comedy

“Some Service”

Matinee — 1:00 P. M.

10c and 25c

Evening—One Admission to All—7 and 8:30 — 30c

TUESDAY

A Big Double Program

STARTING

“SPEED”

The Greatest Stunt Serial Ever Made

ALSO

ELAINE HAMMERSTEIN

in

“TREASURE SEEKERS”

And a Harold Lloyd Comedy

One Free Admission With Each Adult Ticket

Admission — 10c and 25c

ROGER BENEDICT IS ORATORY WINNER

Glady's Hagemann Of Manawa Wins Declamatory Honors At H. S. Event

Roger Benedict of Seymour was the winner in the inter-high school oratorical contest in the opera house at New London Friday afternoon. “The Declaration of Independence” was the title of the oration and “The Turk Must Go” by Arthur Krause of New London took second place.

In the evening the declamatory contest was held in the opera house and Miss Gladys Hagemann of Manawa won with “Madame Butterfly.” The same selection won second place for Miss Josephine Town of Shiocton.

The high schools represented were Shiocton, Manawa, Hortonville, Seymour and New London. At the oratorical contest in the afternoon seven boys took part and ten girls contested in the declamatory contest in the evening.

Glenn Meldam returned Friday evening to his home at 1362 Carver-st, after a business trip to Milwaukee and Waukegan, Ill.

Sacred Concert

Memorial Chapel

Sunday, April 29

7:45 to 9 P. M.

LAWRENCE MEN'S GLEE CLUB

IN CONCERT

CARL J. WATERMAN, Director

Benefit Concert No Admission

“THE GREAT SECRET”

The First Methodist Episcopal Church

Morning Worship — 11:00

Epworth League social

hour at 5 o'clock.

Devotional Service at 6:30.

Lawrence Men's Glee Club Sacred Concert, at Lawrence Memorial Chapel, 7:45.

The Presbyterian Church

If we do not put the business of the church before other business, all other business will come to nothing.

U. S. ENVOY SIDES WITH BRITISH IN TURK DISPUTE

By Associated Press

Lausanne—The United States takes the position that rights assured to foreigners in Turkey under the capitulation treaties were not legally terminated by the action of the sublime porte in declaring the agreements no longer in effect.

Joseph C. Grew, head of the American delegation at the Near East conference expressed this view in a statement before the political committee Friday. Mr. Grew was supported by Sir Horace Rumbold, head of the British delegation, who said that recognition of abrogation would mean that the Turks could collect back taxes from foreign nationals.

Mr. Grew pointed out that the American government had more than once expressed its readiness to consider revision of the treaties “at an appropriate time” but that it had never held that one party to the negotiation could terminate them.

Matinee 2:30 Evening 7 and 9

APPLETON

Prices: 55c-44c

— LAST TIMES TODAY —

Cecille DeMille's “ADAM'S RIB”

VAUDEVILLE SUNDAY

- | | |
|-----------------|------------------|
| MIKE BERNARD | COLLINS & DUNBAR |
| PAUL LARocca | DOYLE & RISTEN |
| NORTON & BROWER | FLYING HOWARDS |

COMING MONDAY FOR 4 DAYS

MARY PICKFORD

— IN —

“TESS of THE STORM COUNTRY”

The Crowning Achievement of Her Career

Free Coupon

Mon. or Tues. Mat.

This coupon and one 44c ticket will admit 2 persons to Matinee Monday or Tuesday.

Fischer's Appleton

A Picture that fascinates by its simplicity, captivates by its beauty.

Mat. 2:30 44-33-28c

Eve. 7 and 9; 44c

Schlafer Hardware Co.

Wholesale and Retail

This firm has developed along with the Paper Mill Industry and has been supplying Specialties in its line to Paper Mills in all parts of the United States and Canada for nearly half a century.

Mr. O. P. Schlafer, the President of the company is the only merchant in the city, who has been actively engaged in business in Appleton continuously since 1876.

The firm now occupies a floor space of 50,000 square feet, comprising the main store on 815-817-819 College Ave.,—a Battery Service Station,—Sheet Metal Works,—and 2 warehouses, and employing nearly 50 people.

FEATURING THE MANY LINES OF MERCHANDISE

Paper Mill Specialties	Builders' Hardware
Paints, Oils, Brushes	Tools of All Kinds
Blacksmith Supplies	Barn Equipment
Gasoline Engines	General Hardware
House Furnishings	Electrical Appliances
Auto Accessories	Truck and Passenger Car Tires
Sporting Goods	Hand Luggage and Trunks
Kodaks and Supplies	Bee Ware Supplies, Etc.
Radio Sets and Supplies	

“The Home of Quality Merchandise”

ENGLISH LABOR LEADERS GUESTS OF KING GEORGE

Once Common Laborers—Make New Friends By Act And Lose Others

London—Jack Clynes was a mill hand in Oldham. Mary Elizabeth Harper also worked there. He was 13 and she was 16. They fell in love. After six years Clynes left the mill for a better job. He became organizer of the Gas Workers' Union at \$7.50 a week. Then he married. Jim Thomas started work on the Great Western Railway when he was nine years old. When he was making \$6 a week he married Agnes Hill. The young couple kept house in two rooms. At 11:30 every night as the young engineer ran the mail train past his home he used to blow a long loud blast on the whistle. Just to let his little bride know he was thinking of her. Phil Snowden had been unfortunate. He had a regular job in the government service. But he gave that up to take a chance as a free lance in the newspaper world. It was then that he met Ethel Annakin, a pretty English school teacher. Soon afterwards they were married.

All of these three couples have known hard times. All have known what it is to count their means down to the last penny. All have known what it is to run on a humble income on humble resources.

And the other day they put their feet under the mahogany in the magnificent town house of Viscount and Viscountess Astor where they dined with the king and queen.

Jack and Jim and Phil and their wives are still poor. But they are "somebody."

The three husbands are leaders of the Labor Party of Great Britain, the second party in the Parliament and, therefore, the official opposition to the present government. The present Tory government has had three recent smashing defeats in by-elections. Three members of its cabinet were defeated by Labor candidates. And many comfortable Tories had cold shivers.

But the king and queen didn't. The king is above parties and doesn't play politics. But he does play the role of the constitutional monarch who likes to meet the leaders of all the parties in his kingdom. That's why he told Lady Nancy Astor he would be glad to meet the Labor leaders at dinner.

When they came they made a couple of new friends, but lost a host of old ones. British laborites don't seem to like the idea of their leaders hobnobbing with royalty. Perhaps it was jealousy perhaps fear; but they made the three who attended the dinner do a lot of explaining. For they felt that they didn't belong. And Jack, Jim and Phil weren't sure until they got to Viscount Astor's home.

GRAU IS ORGANIZER FOR MARQUETTE "U"

Phil A. Grau, former executive director of the association of commerce, Milwaukee and who has addressed Appleton audiences on several occasions has been named director of organization at Marquette university, a position he will assume within a few months. Mr. Grau was graduated from Marquette university in 1900.

Made Foreman J. Fry of Port Atkinson has accepted the position of foreman on the section between Appleton and Neenah on the Chicago and Northwestern road. He succeeds Walter Braeger.

TIRES WITH 500 NAIL HOLES LEAK NO AIR

Mr. N. F. Milburn of Chicago has invented a new puncture-proof inner tube, which, in actual test, was punctured 500 times without the loss of any air. Increase your mileage from 10,000 to 12,000 miles without removing this wonderful tube from the wheel, and the beauty of it all is that this new puncture-proof tube costs no more than the ordinary tube, and makes riding a real pleasure. You can write Mr. N. F. Milburn at 350 West 47th-st., Chicago, as he wants them introduced everywhere. Wonderful opportunity for agents. If interested write him today.

Dr. O'Keefe, Dentist, Ins. Bldg.

Armory Roller Rink SATURDAY NIGHT Greased Pig Race on Roller Skates

Expert Tuner
With Lawrence Conservatory
J. G. Mohr
Phone 659R2

FOR GOOD SHOE SHINES
The Kind That Last
Extra Chairs For Ladies
RETSON & JIMOS
Olympia Bldg.
Phone 299 809 Col. Ave.

THE
"TROUBLE SHOOTER"
Shows How to Adjust Tune up Motor for the Season's Running.
By E. H. SCOTT

Overhauling the Lubrication System

In the winter months, few engines receive the care and attention they should, with the result that a thorough inspection and checking up is necessary if you want to have trouble free service in the coming months. During the next few weeks, I will explain in detail the necessary work you will have to do to put your car in first class condition for the touring season.

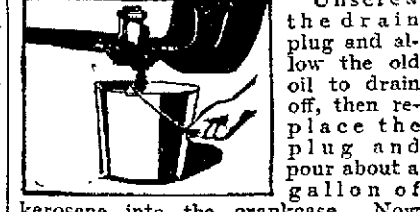
Perhaps you may be one of those who have an engine which seems to "make" oil, in other words, the oil level is as high or nearly so, when you finish a run as it was when you went out. The explanation is that an excessive amount of gasoline is finding its way into the crankcase, and while the oil level shows plenty of oil, you really have a mixture of gasoline and oil, which is of very little use as a lubricant.

During the winter months considerable condensation takes place in the crankcase, and when you drain off the old oil, you may be surprised to see a small quantity of water is drained off also. The air drawn through the radiator contains a large per cent of moisture during the cold weather. Some of this air is drawn through the breather pipe into the crankcase where it immediately condenses, causing an accumulation of water in the crankcase.

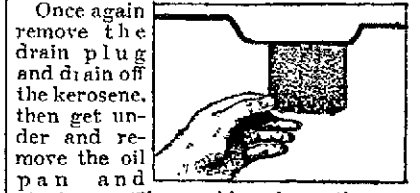
After you come in from a run, the first thing you generally do is to have a wash to remove the dust and grit accumulated on the road. This same dirt and grit is also being drawn down into the crankcase through the breather pipe, and before long you have quite a quantity of it mixed with the lubricating oil.

Dust, grit, water and gasoline are not the best lubricants in the world for a motor, yet at the end of say 500 miles running, you have in the lubricating oil a large amount of these substances. They all combine and form a slimy sludge, which causes all kinds of trouble, blocking the oil pipes, the oil strainer, and getting into the bearings and on the cylinder walls, causing rapid wear.

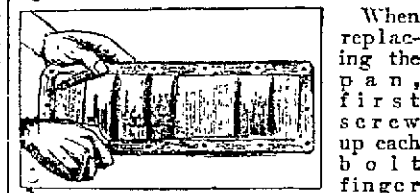
Now perhaps you understand why I have placed the draining and flushing out of the crankcase at the head of the list of things to be attended to before the heavy touring season commences.



Unscrew the drain plug and allow the old oil to drain off, then replace the plug and pour about a gallon of kerosene into the crankcase. Now turn the Ignition Switch off, then turn the engine over with the starting motor for about a minute, or if you use a hand crank, swing the engine over smartly for about three minutes. This will swirl the dirt and sediment down.



Once again remove the drain plug and drain off the kerosene, then get under and remove the oil pan and strainer. Thoroughly clean the pan and the depressions in it, and see that the strainer is free from dirt and sediment. It is absolutely necessary that you REMOVE THE OIL PAN after flushing out the engine with KEROSENE, otherwise it is impossible to be sure of getting it all out of the crankcase before filling up with fresh oil. If any kerosene remains in the crankcase, it will dilute the oil again.



When replacing the oil pan, first screw up each bolt finger tight, then with a spanner, turn each bolt half a turn at a time until you have them all tight. After this, fill up with fresh oil to the correct level. Before you start the engine under power, turn it over twenty or thirty times with the Ignition Switch off, to get the oil worked into the bearings and cylinder walls.

This is the most thorough way to clean out the crankcase, but need only be done like this once or twice each season. During the season, you should drain every 500-600 miles, flush out with three-fourths of a gallon of LIGHT LUBRICATING OIL, NOT kerosene, then refill with fresh oil. NEVER flush out the crankcase with kerosene unless you take off the oil pan, when you can be sure of removing all kerosene.

NEXT WEEK—"OVERHAULING THE COOLING SYSTEM."

Copyrighted, 1923, by the S-N-L Technical Syndicate

OPTICAL FIRM TO MOVE TO INSURANCE-BLDG

The Riggs Optical company, successors to the Northern Optical company, will move from Olympic-bldg to new quarters on the second floor of the Insurance-bldg, May 1.

The plant was started as a branch of the Northern Optical company of Green Bay over a year ago and recently consolidated with the Riggs Optical company of Omaha, Neb., one of the largest concerns of its kind in the country.

It specializes in the grinding of lenses from the rough glass, and in the manufacture of spectacles and eye glasses on a wholesale basis only.

SERVICE COMMITTEE OF C. & N. W. MEETS MAY 1

The service committee of the Northern Wisconsin division of the Chicago and Northwestern railway company, which is composed of station agents and representatives of all branches of the service, will hold a meeting at Fond du Lac at 1:30 Tuesday, May 1. Several important matters will be considered. Appleton will be represented by W. B. Basing.

Cigarettes were introduced into Britain in 1855.

Gas Reduced!

NO MORE DISCOMFORT AFTER TAKING BAALMANN'S GAS TABLETS

Persons who are troubled with gas in the stomach and bowels can obtain quick relief by taking Baalman's Gas Tablets before and after meals.

These harmless little tablets act in a natural way to prevent the formation of gas. That distressed, full feeling after eating soon disappears. Pressure about the heart, often causing pain or palpitation, is promptly relieved. You should soon get rid of that anxious, nervous feeling, drowsiness, numbness in the arms and limbs, shortness of breath, rumbling in abdomen, bloating, burning and other symptoms due to excessive gas.

Baalman's Gas Tablets in the yellow packages are sold by Schlitz Bros. Price one dollar. J. Baalman's Chemist, San Francisco, adv.

TAXI
Phone 434
DEAN'S AUTO LIVERY
807 NORTH ST.
Opposite Northwestern Depot

52 Years In The Shoe Business

Fifty-two years ago, the name of Rossmeissl first became identified with the retail shoe business in Appleton. At that time the business was owned by Wenzel Rossmeissl, Matt Rossmeissl, and Jos. Rossmeissl, Sr. It was located on Appleton St., where the Hotel Appleton now stands. Five years later, the then small concern, had grown to such an extent that larger quarters were needed, so the business was moved to West College Ave. In ten years the volume had again increased to such a large proportion, that more commodious quarters were again sought. The business continued to grow in its present location, and in 1908 Jos. Rossmeissl, Sr. purchased the interest of his partners. He conducted the business until a year ago, when his sons, Oscar, Arthur, Joseph, and Edmund, purchased the business from their father.

To the best of our knowledge this is not only the oldest shoe business in Appleton but it is the oldest in the state, in existence today.

No business could stand this test of time, unless it was serving its patrons, with merchandise that gave the utmost satisfaction, at a fair and reasonable price. That is and always has been the policy of the Rossmeissl Shoe Co. That is the policy that has caused its growth and prosperity.

Rossmeissl Shoe Co.

928 College Ave. Appleton

Why We Located Here

A CQUAINTED with the Central Fox River Valley, each year observing a greater progress, realizing its possibilities, we decided to locate permanently in this city. Twelve years in the City of Appleton has changed our business from a small beginning to one of large proportions; proving beyond a doubt that our faith in this community and its people was fully justified.

With well diversified industries and surrounded by a Farming and Dairying country of unusual productiveness, the Central Fox River Valley is an ideal community, aptly termed the "Garden Spot of Wisconsin." Its growth and prosperity need know no bounds for with its favored wealth, location and its progressive type of citizenry, it will grow on and on.

Gloudemans-Gage Co.

WHERE LOW PRICES PREVAIL

Building For The Future

TO HAVE this business keep pace with the growth we predict for this section, our efforts will not be lessened in upholding the policies which have proven so successful in our retail career from its beginning.

If a careful study of the real needs of the public — good values at the lowest possible prices—truthful advertising and the best service obtainable, will enable us to keep pace with the "Carrying On" of the Central Fox River Valley—Then we will consider our work well done.

WOLF PACK EATS TWENTY

Riga—Great packs of wolves, some numbering 50, are ranging throughout the Simbirsk region of southeast on Russia and have devoured more than 20 human beings. Soviet authorities have sent machine-guns, mounted on sleds, to fight them.

HOUSE OF MANY DOORS

London—When the baliff went to evict a family of squatters, they broke in the rear door only to find another door crested behind it. In all they broke through seven doors. Then the squatters escaped through the front door.

INTER-COUNTY BUS LINE

Appleton, New London, Hortonville, Greenville

Leave Appleton	Leave New London
9:00 A. M.	7:45 A. M.
12:45 P. M.	9:40 A. M.
3:45 P. M.	12:45 A. M.
5:00 P. M.	3:00 P. M.
9:00 P. M.	8:40 P. M.
Sunday ONLY	Sunday ONLY
9:00 A. M.	7:45 A. M.
2:45 P. M.	12:45 P. M.
9:00 P. M.	8:40 P. M.

Appleton-Waupaca Bus

Stopping for all Passengers on Highway 18 Passing Through Weyauwega, Fremont, Reedfield, Dale and Medina.

Leave Waupaca	Leave Appleton
7:30 A. M.	10:30 A. M.
Bellevue Hotel	Conway Hotel
Leave Weyauwega 7:50 A. M.	Leave Dale 11:10 A. M.
Leave Fremont 8:15 A. M.	Leave Fremont 11:40 A. M.
Leave Dale 8:45 A. M.	Leave Weyauwega 12:05 A. M.
Leave Waupaca 1:30 P. M.	Leave Appleton 4:30 P. M.
Leave Weyauwega 1:50 P. M.	Leave Dale 5:10 P. M.
Leave Fremont 2:15 P. M.	Leave Fremont 5:40 P. M.
Leave Dale 2:45 P. M.	Leave Weyauwega 6:05 P. M.

Phone 1549 M Appleton

For Your Benefit We Have Installed a

"West Hydraulic" Tire Setter

We can now set Your Tires and have the wheels back on the vehicle, while we were getting ready to set One Tire under the old method. We set them while you wait.

"It Sets Them Cold"

We carry a complete line of Farm Wagons and specialize in wagon repairing.

Nicholas Marette

938-990 COLLEGE AVENUE

APPLETON POST-CRESCENT

VOL. 39, No. 272.
PUBLISHED DAILY EXCEPT SUNDAY, BY THE POST PUBLISHING COMPANY, APPLETON, WIS.
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A. B. TURNBULL, Secretary-Treasurer
H. L. DAVIS, Business Manager
SUBSCRIPTION RATES
THE APPLETON POST-CRESCENT is delivered by carrier to city and suburban subscribers for fifteen cents a week, or \$7.50 a year in advance. By mail, one month 60c, three months \$1.50, six months \$2.50, one year \$4.00 in advance.
FOREIGN ADVERTISING REPRESENTATIVES
G. LOGAN PAYNE CO.
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PAYNE, BURNS & SMITH, INC.
NEW YORK BOSTON
MEMBERS OF THE ASSOCIATED PRESS
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THE POST-CRESCENT'S PROGRAM FOR A GREATER APPLETON
Bridges at Lave street and at Cherry street.
City Manager Form of Government for Appleton.
Two Junior High Schools adequately equipped.
City Health Nurse.
Systematic Street Marking and Numbering of residences.
Outagamie County Nurse.

THE CENTRAL FOX RIVER VALLEY
Today, the spotlight of promotional publicity is thrown upon the Central Fox River Valley. Through the medium of one of the largest and most elaborate newspapers ever published in Wisconsin, this great valley is pictorially and typographically revealed in all its native and acquired splendor. Territorially, this section includes the urban towns Appleton, Neenah, Menasha and Kaukauna, and interlying and adjacent villages and rural districts.

We modern hustling Americans frequently are prone to take our blessings and advantages as part of our inalienable rights, and dwell upon the misfortunes and hardships of our daily lives. Because of the trees we are sometimes unable to see the forest.

It is hoped that the material in today's issue of The Post-Crescent will have the immediate and ever-continuing effect of causing the people of the central valley to be more happy and content in their places of residence and employment. Striking revelations covering the outstandingly great characteristics of this section of the state should cause every citizen to feel a real glow of pride. Through helping all to a better understanding and appreciation of their territorial gifts, and consequently through bringing about a greater degree of community loyalty, this issue serves a laudable purpose.

It is not by his faults, but by his excellences, that we must measure a great man. So with a community. The hypercritical may find some things about the Central Fox River Valley to dwell on in mournful numbers, but the territory's preponderant greatnesses dim into insignificance the few faults which the cynic stresses.

The Central Fox River Valley has everything that goes to make a splendid community. Nature was most lavish in her gifts to our forebears here, and men of vision and energy, practicing an exceeding degree of initiative and resourcefulness, have used these native gifts to fullest advantage in making the valley one of the foremost industrial, agricultural, and city-building sections in the whole United States.

While reason for intense pride exists because of the accomplishments of the past, only the surface of possibilities have been scratched in the way of intensified industry-building, scientific agricultural expansion, and city growth along planned lines. Great though the Central Fox River Valley is in tangible things, its potential possibilities will continue for years to tax the type of brains that have brought the section to its present stage of development. That the brains, capital, and indomitable energy is here for such service gives assurance of great forward strides during the next generation.

One of the essential factors in the up-building of any section is the right kind of continuous publicity. An example of the product of territorial advertising is had in the country-wide publicity campaign of Californians, Inc. The purpose of this campaign has been to attract more people and more capital to California, and the effort is succeeding beyond the fondest dreams of its sponsors.

The Fox River valley can profit from a similar campaign, and the fact that civic organizations in the various towns in the valley are now working on a suggested plan of procedure along such lines augurs well for the future industrial ex-

pansion and population growth of the valley.

This issue will be read not only by some 50,000 people in the Central Fox River valley, but, through various channels, copies will be distributed all over the United States. Thousands of persons who never before have known of the wonders and glories of the Central Fox River Valley will have this number brought to their attention.

The Post-Crescent desires to thank manufacturers, merchants, distributors and others who have so whole-heartedly and generously cooperated in making this Prosperity and Advancement edition possible. A finer sectional esprit de corps in promoting a worthy publicity project cannot be conceived.

HOW THE LEGISLATURE HELPS THE HUMBLE

While back the Wisconsin legislature passed an act creating a municipal court in Fond du Lac county for the purpose of handling minor cases involving less than \$1,000 and also criminal cases. The legislature made a provision in the act creating such court that any person who desired a jury trial would be required to deposit in order to secure the same and that if such a deposit were not made, there would be no jury trial but the case would be submitted to the trial judge alone.

Of course, the legislature, wonderfully intelligent body of men, didn't examine the constitution of Wisconsin which was adopted by the pioneer for the purpose of protecting the little fellows with less than \$24 as well as every one else. The constitution provides that "the right of trial by jury shall remain inviolate" and every person "ought to obtain justice freely without being required to purchase it." But what is a little matter like the constitution with the Wisconsin legislature? It would be a safe bet that 80 per cent of the present assembly at Madison never read the constitution, and picture the merriment if a high school teacher were to quiz the members of the Wisconsin assembly on the provisions of the constitution either granting or limiting the rights and privileges of the legislature.

But the foregoing, while not a matter of seemingly great importance will nevertheless indicate clearly one of the fundamental purposes of the supreme court under our form of government and the vital necessity of not stripping the court of its present power. The Wisconsin supreme court has just declared that part of the Fond du Lac municipal court law which requires parties to deposit \$24 in order to secure the very rights which are granted every person under the constitution of the state, unconstitutional for the perfectly clear and good reason that it, in effect, denied to citizens of the state the plain rights guaranteed to them under the constitution. The supreme court, speaking through Mr. Justice Crownhart (who was appointed by Governor Blaine) calls attention to the provisions of the constitution which the legislature has violated and says it was quite clearly the intention of the legislature "to impose a high jury fee in order to discourage trial by jury" and that "the public policy of the state, however, is determined by the constitution, so far as jury trials are concerned and the legislature is not permitted to circumvent the constitutional provision."

The case before the court was that of a poor man seeking a jury trial as granted to him by the constitution and unable to get it because he didn't have the \$24 to pay for it. He was tried by the judge who found him guilty, but the fact remained that the constitution guaranteed to him a trial by jury and he was entitled to that as a matter of positive right. The decision of the court shows the jealous care with which our courts protect the rights of the little fellow as well as rights belonging to anyone else; and it helps to show in pretty plain fashion the hopeless confusion, the jumble, the Chinese puzzle that would result in the laws of the state if the legislature were given unlimited power as sought by the Non-Partisan league and its affiliations.

It also shows how industriously the courts work to prevent wrong to the lowly and the humble. It would have been a much simpler thing for the supreme court of Wisconsin to pass the buck and permit the man who didn't have \$24 to deposit in order to get a jury trial to suffer his punishment, but courts usually do not pass the buck. They have been the one outstanding institution in America with the courage to do the right as they have seen it.

Health Talks

BY WILLIAM BRADY, M. D.
Noted Physician and Author
Dr. Brady will answer all signed letters pertaining to health. Writers' names are never printed. Only inquiries of general interest are answered in this column, but all letters will be answered by mail if written in ink and a stamped, self-addressed envelope is enclosed. Requests for diagnosis or treatment of individual cases cannot be considered. Address Dr. William Brady, in care of this paper.

A VOICE FROM THE PAST

The two or three queries answered from day to day in this column, out of the two or three hundred queries received and answered by mail, are not selected wholly because they are queer nor ridiculous, though I confess I pick out an occasional question to answer of this kind. The strangest, queerest, sometimes the most ridiculous questions, are not suitable to answer in this column, perhaps. But here is one which is queer, to my mind, for several reasons. In the first place it comes from a community where the average of intelligence is high. In the next place, the letter is written by a person of obvious education.

"Dear Doctor Brady:
"We have a healthy boy of four years. A neighbor strongly advises my wife to take him to visit friends whose children have measles and mumps, in order that he may have these diseases before he is old enough to go to school. Your opinion in good strong language will be appreciated.
"Yours very truly,"

Well, I do like to throw some strong language occasionally but experience has taught me that the stronger the language the weaker the argument. Measles causes more deaths than scarlet fever; in the community from which the query comes measles causes more deaths than whooping cough. So the gamble suggesting to this correspondent's neighbor is not a trifling one. Suppose the child's mother followed the neighbor's advice and the child succumbed to the measles, wouldn't somebody be morally guilty of murder?

Nowadays a constantly increasing number of happy children escape one or more of the dangerous diseases which, thanks to our inefficient and backward public health practice, are designated as "children's diseases," the children being the victims of somebody's ignorance or carelessness. If a child can escape measles, scarlet fever, mumps, whooping cough, chicken pox, diphtheria, smallpox and a few other gifts of bad sanitation or bad public hygiene, so much the better. The child's immunity tends to increase with age; at any rate, as we grow older we are less readily insulted by people who have the habit of spraying their neighbor's faces. After childhood we become less intimate in our association or contact with other persons, so that we are rather less likely to catch things in the spray.

This notion of the heightened neighbor's that it is better for the little boy to have the measles and the mumps now and "get it over with," is a natural superstition growing out of the bad public hygiene teachings of the recent past.

All of the preventable "diseases of childhood" are respiratory infections, spread as diphtheria is spread. Any of these diseases may begin with what the layman and the quibbling doctor thinks is "just a cold." When the public health guardians approve the notion of "cold" as they do in most communities, they become accessories before the fact in such crimes as the neighbor would perpetrate upon this child.

Old fogey idea. But old fogeyism is drawing a salary for "guarding the health of the public" in the community where this query came from.

QUESTIONS AND ANSWERS

The Moron.
Some time ago you had an article or two about "The Moron Woman." Please define what a moron is. Have you copies of those articles? I should like to have them.
Answer—I regret I have no copies of the articles. A moron is a high grade imbecile, not quite an idiot in the popular sense, but a person with an undeveloped mind. For example, the average "fast" young man or woman from 18 to 25 years old has a mental capacity equivalent to that of a normal child of 12 years.

An Natural.
I am 17, and would like to know whether the practice of sleeping on natural is harmful or any way. I have found it more comfortable than wearing pajamas which always seem to bind and annoy me.
—R. W. J.
Answer—No, if you find it more comfortable it is rather more healthful.
(Copyright, National Newspaper Service.)

LOOKING BACKWARD

TWENTY-FIVE YEARS AGO
Saturday, April 30, 1898
Dr. William Dafter and son, James L. Dafter, visited friends at Marinette.

William Hackett, formerly day clerk at Hotel Brothers, Kaukauna, accepted the position of night clerk at the Sherman House.

Mrs. Mary Grignon, one of the oldest settlers of Kaukauna, died the day previous at the home of her sister, Mrs. M. J. Mead.

The loss upon the mill of the Combined Locks Paper company, which was damaged by fire, was adjusted at \$26,000.

Mrs. Mary A. Tanner, a daughter of Ford Tanner, formerly Appleton resident, died at her home at Neenah.

Mrs. Florence Leman of Appleton and Irving T. Tanner of Detroit, Mich., were married the day previous at the home of the bride's parents, Mr. and Mrs. William Leman, 971 Elmwood.

The body of Mrs. Mary Miller, 40, who died at San Diego, Calif., April 1, was received in Appleton and was taken to the home of Mr. and Mrs. Nic Dohr, 668 South River-st.

A petition was submitted to H. W. Tuttle, commissioner in charge of street lighting department, asking for the installation of a street light at the corner of Midway and Chapin-st.

Definite physical value of the railroads of the country, which was to be the actual value of their properties, was to be made without further delay.

WHAT'S GOING ON IN THE WORLD

Week's Events Briefly Told

BY CHARLES P. STEWART
The international dispute the Turks have started—maybe by granting that concession to Admiral Chester looks bigger every day.
After studying the papers, "The Literary Digest" says:
"America's clia. with Great Britain and France will come, not over the Ruhr, but over Turkey; this is the fear of many editors who note the British and French reactions to the Turkish Assembly's ratification of the Chester concession."

The same publication quotes "Paris correspondents" as saying, if the American government backs the concession, "a diplomatic incident of the first importance will result."

The plan of such a vast scope that one authority speaks of it as providing for "a second Philippines" in Asiatic Turkey.

RATHER PUZZLING, WHAT?
It's speculation, not the tariff, makes sugar so high, the government has decided.

An injunction against the speculators has been asked. If it sticks, injunctions against speculators in other kinds of foods may be sought, too.

The Federal Tariff Commission also has been probing the sugar situation. The commission reports that the duty on sugar has nothing to do with its price. It reports further that sugar consumers are paying the duty. In conclusion, the commission reports that it is investigating and hopes, presently, to have something to report.

PAN-AMERICAN CONFERENCE
The Pan-American Conference at Santiago, Chile, is wrestling with a proposal to have representatives at future conferences appointed in a new way.

Hitherto their governments have named them. Thus Mexico hasn't had any this time, because her government isn't recognized by the United States. Most Latin American want future selections made, somehow, by the countries themselves, not by their governments, so as to let unrecognized republics in. The United States objects. She had one supporter at latest accounts—Brazil. Nobody else.

A scheme for settling international American disputes is being discussed.

REVOLT IN THE RUHR
Communism is reported to be threatening the entire German region of the Ruhr, which the French seized with a view to making Germany pay war damages to France.

At Mulheim the rebels gained control of the center of the city, barricaded the streets and there was fighting, in which some lives were lost and minor casualties were numerous. Finally the communists were squelched, but further trouble is feared.

The French aren't interfering. If Germany doesn't like disorders, they say, let her pay up.

TROUBLE IN ITALY
Premier Mussolini's Fascist government in Italy is having trouble. The Fascisti came into power, virtually by a revolution, as enemies of radicalism. Now there's talk of a counter-revolt. Mussolini takes it seriously enough to have forced four of his own cabinet members to quit. He has warned the Fascisti that stronger measures than ever are necessary to keep the radicals down.

His supporters are quoted as declaring his overthrow would mean communism.

BUSINESS COMES FIRST
Angry as the British government was at the execution of Monsignor Butchkevitch, head of a Roman Catholicism in Russia, on a charge of conspiring against soviet rule, it's decided to keep the British trade missions at Petrograd and Moscow.

At first the London foreign office planned to break all relations with the Bolsheviks. It changed its mind, upon representations from the business interests that they didn't want to lose Russian trade.

BRITISH VOTE WET
The British House of Commons, by a vote of 338 to 14, killed prohibition bill introduced by the bone dry member, Edwin Sryngseour of Dundee.

Numerous opponents of the measure cited the United States as a "horrible example" of how prohibition works. One member asserted there were 4000 more arrests in the 26 leading American cities in 1922 than in 1918.

Right or wrong, an overwhelming majority of members of the Commons accepted these statements and figures as correct.

MAY MEAN CIVIL WAR
Sun Yat Sen, southern Chinese leader, has sent a note of defiance to the government at Peking, which professes to rule the whole country, but which really hasn't any authority over more than about half of it, north of the Tangsio River.

Many good judges think this note will be the signal for a general civil war.

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Eddie Cantor Tells This Story----

A young lady found a card in her husband's pocket on which was written "May Belle 1604."

"Who is this May Belle and what are you doing with her phone number?"—asked the wife—

"My dear," said the husband, "May Belle is a horse and the odds are 16 to 4 against her."

The next evening as the young husband entered the house he was greeted with this remark—"Well, Harry dear—your horse called you up this afternoon!"

The clothier who hollers himself hoarse about his values in the paper and is a whispering Smith in person always finds that it's a horse on him.

We tell you the same truth here that you'll find in our merchandise when you get here."

MATT SCHMIDT & SON

TWO FLOORS OF GOOD THINGS TO WEAR

Our iniquities were laid upon Him. This is a great but blessed mystery, but has in it the only answer to the great question: "How shall a man be justified before God?"

"Third: Christ enables all who believe in Him and accept Him as their personal Savior to become like Him: He gives not only a perfect ideal in a perfect law, but He imparts to His own the strength and the power to finally reach that ideal, and come into full obedience to God. The ultimate object of the Law was the same as that of the Gospel. But what the Law could not do, being made of non-effect by sin in the flesh, the law of the Spirit of Life in Christ Jesus can do in freeing us from the law of sin and death; as Paul triumphantly calls out, "I can do all things through Christ who strengthens me." The great object of preaching the Gospel of God is to move men to efforts to live the Christian life, and to grow in Grace and Knowledge of our Lord Jesus into a holy life with God. Christ imparts a new spiritual power, which enables us to keep His commandments. He is to the Believer what the vine is to the branches. He is the Head, and all true believers are members vitally united in Him, into one body, and thus all are joined in one Spirit in the Lord.

This is the only perfect life that practically proves that we can make our life sublime, even live a life "holily unto God." He applied to His works as a proof of the perfect character he claimed, and as showing the possibility of such in the world. The whole story of His life is proof of that. None of the holy men before Him claimed to keep the whole Law, and the apostles according to their own testimony "came far short of such perfection as was manifested in Jesus. In Him not the least moral defect could be pointed out. He filled full the measure of God. "Ye shall be holy" for I am holy." He fulfilled the law by paying the penalty for our sins. He came between us and the law of God and in a high sense took our place. He died for us, that we might have life eternal.

One of the great objects of the Bible is to present to us a perfect ideal of character, and the means by which it can be realized. Christ came to effect a complete development of man, and to furnish the helps by which it can be secured. He was not a mere idealist, but a living example of what He taught. "First Christ reveals the most perfect Ideal of Character. The aim of the Old Testament as well as the New Testament is to set before us this Ideal Character, but the former is not equal to the

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Schultz Is Honored By His Church

Surprise Party Is Held By St. Paul Congregation For School Principal

Ernest Schultz, principal of St. Paul Lutheran school, and Mrs. Schultz were pleasantly surprised Friday evening on the occasion of Professor Schultz's tenth anniversary as head of St. Paul school.

After the members of the congregation had gathered in the church, the school board went to the home of Mr. Schultz and conducted the pair to the church where a service was held in their honor. The Rev. Mr. Zick of Green Bay preached the anniversary sermon. Songs were sung by the church choir and the pupils of the school.

After the church service an informal program of entertainment was carried out in the school hall. Further music was furnished by the school children, the choir and students of Lawrence Conservatory of Music. A purse filled with money, the gift of the congregation, was presented by the pastor, the Rev. T. J. Sauer, as a token of the congregation's appreciation for Mr. Schultz's services.

GLEE CLUB LEADER



CARL J. WATERMAN

Waterman Will Direct Last Of Glee Club Events

Carl J. Waterman, dean of Lawrence Conservatory of Music and director of the Lawrence College Glee club will direct the group for the last time this season when it gives its sacred concert Sunday evening in Lawrence Memorial chapel, under the auspices of six of the local churches. This will be one of the few sacred concerts ever given by the club in Appleton.

Dean Waterman, commonly known as "Judge" by the members of the club has been director of the organization for 13 years and each succeeding year finds the club under his direction pushing its way farther to the front as one of the outstanding musical organizations of this part of the country. In its many concert tours in Wisconsin and nearby states it has always been successful from the standpoint of the quality of music offered its audiences and this season Mr. Waterman attempted work of a higher nature than ever and with pieces seldom attempted by male voices.

Cecilian Band Giving Concert At Kimberly

Cecilian band will present its last indoor concert of the season at Layendecher hall, Kimberly, at 7:30 Sunday evening. Prof. Heynam of Larsen Conservatory of Music, Green Bay, will act as conductor.

The program includes:
March—"National Emblem" E. E. Bagley
Intermezzo—"Rosesom" Masten
Grand Selection—"Bohemian Girl" Theo Tobani
Fox Trot—"Mr. Gallagher and Mr. Shean" L. P. Laurenceau
Waltz—"Southern Roses" Sousa
March—"El Capitan" H. Anderson
Selection—"Woodland" (A. Van Himbergen and J. Gysbers)
Cornet Duet (Piano Accompaniment—C. Stuyvenberg)
Selection—"Songs of Scotland" J. E. Lambie
Waltz—"Mellow Moon"
Finale—"Star Spangled Banner"

EDITH RACE TO APPEAR IN RECITAL ON MONDAY

Miss Edith Race, soprano, will be presented in a recital at 8:20 Monday evening in Peabody hall of Lawrence Conservatory of music. Miss Race is from the studio of Dean Carl Waterman and will be assisted by Miss Katherine Kern, pianist, from the studio of Prof. Ludolph Arens.

VALLEY DENTISTS WILL MEET AT NEENAH MAY 8

Fox River Valley Dental society will hold its spring meeting at Neenah, Tuesday, May 8. The business sessions will be held on the third floor of Equitable Fraternal Union bldg. while the banquet and program will be staged at the Valley Inn. Arrangements are being made for the entertainment of about 200 dentists.

P. O. MAY BALL RACE NEARING "BEEF STEW"

The ticket sales thermometer for the May ball to be given by the Appleton Postoffice Welfare association next Tuesday evening, May 1, is rising rapidly. Already the mercury has passed the "expenses" mark and even climbed past the "potato pancakes" mark and is now rising to "beef stew." "Beef stew" is not very distant and the great goal is "hooya." The various edibles represent the kind of feed the sale of tickets will make possible for the monthly meetings of the welfare association. Gib Horst orchestra has been engaged.

MARRIAGE LICENSES

License to marry has been applied for by two couples: Joseph Brandt of Plover and Mrs. Marie Plamann of Appleton; Henry T. Quella of Appleton and Clara Liebhauser of Menasha.

Postmaster William H. Zuehlke has returned from Chicago where he spent a day on business.

Attorney John Morgan was in Milwaukee on business Friday.

George E. Wettengel is attending the sales congress of Milwaukee Association of Life Underwriters at Milwaukee.

Charles A. Pardee is expected home from California next week. He is making the trip by automobile.

Pinafore Is Well Played By Students

It is regrettable that there were not more people in Lawrence Memorial chapel Friday evening to see and hear Appleton high school glee club and orchestra in their first attempt to present a musical play. Under the able leadership of Dr. Earl L. Baker, the youthful singers and musicians presented "Pinafore," the tuneful Gilbert and Sullivan light opera, in splendid fashion.

None of the people who saw the play expected a finished performance, in fact the vast majority of the people were very agreeably surprised by the snap and the precision with which the whole program was conducted. Strong voices are not expected of young singers, yet they did very well and their enunciation was more than reasonably could be expected of young people with so little training.

SPLENDID CHORUS
The chorus work was particularly excellent. Dr. Baker excels in ensemble singing and he brought his chorus to a splendid state of perfection. And his orchestra did remarkably well. For the most part it was made up of untutored musicians, many of them mere novices, yet they played in a manner that would have reflected credit on a much more experienced organization.

Selection of principals was excellent. Without exception the young actors possessed fine voices and they put considerable energy into their work.

John Bonini, as Sir Joseph Porter, K. C. B., with a flock of sisters and cousins and aunts made a fine appearance and he possesses an excellent baritone voice which carried well. Capt. Corcoran, played by Alban Roemer compared very favorably with the remainder of the cast.

The splendid tenor voice possessed by Gordon Schiffer, who played Ralph Rackstraw, was a revelation. The youthful singer has much promise and will be a valuable addition to the talent which Appleton boasts.

LOTS OF COMEDY

Much of the comedy of the play was provided by Harold Menzner, as Dick Deadeye, not much to look at but quite a philosopher in his own way. Menzner did remarkably well in his difficult role. None of the singers possessed better voices than Robert Locklin who sang the part of Bob Roberts, the boatswain's mate. He appeared to be quite at home on the stage.

Pearl Felton sang the long role of

Y. P. S. MEMBERS ENJOY STAR LEAGUE PARTY

Community singing started the program planned by the Star League of young people's societies at its party Friday evening in the congregational church. Games and stunts furnished entertainment for the greater part of the evening. John Trautman had charge of the refreshments.

Josephine and appeared to splendid advantage. She possesses a splendid lyric voice but it is slightly lacking in carrying power. The young lady, however, is a promising singer. Dorothy Adair gave a splendid portrayal of the role of Buttercup. Miss Adair probably has had more stage experience than any of the others and her training and ability was evident in her role. Hebe was played by Jone Kreiss who added much to the program by her attractiveness and her voice.

One of the most pleasing features of the evening was the hornpipe dance by little Mary Voecke, daughter of Mr. and Mrs. Emil Voecke, between the first and second acts.

All in all it was an evening thoroughly enjoyed. Appleton high school possesses excellent talent and it was brought out to great advantage by Dr. Baker and his assistants. Pinafore will be repeated Saturday evening in the chapel.

ECZEMA ON FACE IN BLISTERS

Also On Hands, Itched and Burned, Cuticura Heals.

"Eczema broke out on my face and hands. The eczema was in blisters, itching and burning continually, and my hands had to be tied to keep me from scratching. They could not use water on my face and hands, and I lost my rest at night. The blisters stayed for about a year."

"My mother read an advertisement for Cuticura Soap and Ointment and purchased some, and after a while the blisters gradually disappeared. I was healed." (Signed) Miss Florence Killam, 17237 Gallagher Ave., Detroit, Mich.

Cuticura Soap, Ointment and Talcum are all you need for all toilet uses. Bathe with Soap, soothe with Ointment, dust with Talcum.

Sample Each Free by Mail. Address: "Cuticura Laboratories, Dept. H, Malden 48, Mass." Sold everywhere. Soap 25c, Ointment 12 and 5c, Talcum 25c.

Don't Cuticura Soap shaves without mug.

Skating Was Fun For Students At College Party

One-hundred fifty Lawrence college students tried their luck on rollers Friday evening in Armory G at the all-college skating party. The fun was nothing short of hilarious, and although twelve or more students should have made use of the opportunity to attend an all-college frolic those who were there as well as the few spectators are clamoring for another one. Tau Tau Kappa fraternity sold pop and Eskimo pies.

Music for part of the skating was furnished by the college band, whose members were also on skates and took their turn after each number by the band. The proceeds of the party will be used to clear expenses.

KELLER'S TO ASSIST AT DE PERE C. O. F. PROGRAM

Columbus Court No. 315, Catholic Order of Foresters of DePere, will celebrate the thirtieth anniversary of its organization and the fortieth anniversary of the founding of the order Sunday afternoon, April 23. The initiation of a class of candidates will be made part of the program.

Members of the court and the candidates will approach holy communion in a body in the morning. The initiation will take place in the afternoon, and a banquet will be held in the evening.

The Rt. Rev. Bishop Paul P. Rhode of Green Bay and a large number of clergymen of the diocese will be present. Gustave Keller, high treasurer, will represent the high court, and L. Hugo Keller will represent the Appleton court. State officers will take part in the program.

SESSIONS
THIS WEEK'S SPECIAL
"TUTTI FRUTTI"

A pink brick fruited with a special selection of fruits and nuts.

In Brick — Maple Nut, Vanilla, Chocolatee and New York.

BUY YOUR SUNDAY PAPERS HERE!

SIMON'S

651 Appleton-st. Phone 396

Mrs. George Hesser, 365 Cherry-st. left Saturday morning for Columbus, Ohio, where she has been called by the illness of her sister, Mrs. Mary Gladden.

There Is Music and Happiness at CARROLL'S Music Shop

TONIGHT

New Victor Record Selections

Mr. H. Nolan

Carroll's Music Shop

More of That Beautiful Record "MELLOW MOON"

MORY'S ICE CREAM

"OLDENBERG SPECIAL"

Named in honor of Bernard Oldenberg, the inventor of Brick Ice Cream, who recently died in New Orleans.

This different combination of Tutti Frutti and Black Walnut Sundae is sure to please you.

PARTIES

The married women of Appleton Women's club are completing plans for an old-fashioned dancing party to be given May 11 at Armory G and which will be open only to the married people of Appleton. Special music will be planned. The proceeds of the party will go to the club building fund.

Nearly 150 couples attended the dancing party given Friday evening in Eagle hall. Music was furnished by the Badger Harmony Five.

Members of the Four Leaf Clover club were entertained Friday afternoon at the home of Mrs. Oscar Miller, 884 Fox-st. in honor of her birthday anniversary. Prizes at cards were won by Mrs. Herman Selig, Mrs. A. Wetzel and Mrs. Henry Miller.

Invitations have been received by members of the local chapter, Knights of Pythias, to attend the first annual May ball to be given May 2 by Knights of Pythias of Neenah. The party will be held in the Casino hall at Neenah and music will be furnished by the Aerial orchestra.

Nearly 75 couples attended the dancing party given Friday evening in South Masonic hall by Equitable Fraternal Union.

CARD PARTIES

The second of a series of five card parties given by the Sacred Heart society will occur at 8 o'clock Sunday afternoon in Sacred Heart school. Schackopf, skat, and plumpack will be played and prizes will be offered.

CLUB MEETINGS

Members of Over the Tea Cups club were entertained at 2:45 Friday afternoon by Mrs. C. C. Hockley at her home, 537 Durkee-st. Mrs. George Fannon had charge of the program.

Envelopea club will meet at 7:30 Monday evening at the home of Miss Inez Gurnee, 819 Sampson-st. Mrs. John Wilson will have charge of the program.

Mrs. Frank Harriman will entertain the Clio club at her home, 626 Rankin-st, Monday evening. The program will be given by Mrs. John Bottensek.

Election of officers will be held at the meeting of Lions club Monday. The club will have its weekly 12:15 luncheon in the Venetian room of Conway hotel.

WEDDINGS

The marriage of Miss Irene A. Ballheim of Appleton to Willard J. Mignon, also of Appleton, took place at 2:30 Saturday afternoon. The ceremony was performed by the Rev. J. A. Holmes in the parsonage of First Methodist church. The attendants were Miss Mildred Mignon and H. Ballheim.

CHURCH SOCIETIES

Mrs. Clara Wolf and Miss Martha Lueckel had charge of the educational program given Friday evening at the Olive Branch society at Mt. Olive church. The topic was "Making Better Church workers." A social hour followed the program.

Circle No. 11 of the Social union of First Methodist church met at 8 o'clock Friday afternoon at the home of Mrs. Edna Wood, 829 North Division-st. Business was transacted.

ORCHESTRA ASSISTS AT FIRST WARD PROGRAM

The First ward school orchestra made its second public appearance Friday evening when it furnished several selections for the entertainment given in the First ward school. The dramatic workshop of Appleton Women's club presented Macbeth's "Bluebird" and several reels of motion pictures were shown.

Friday afternoon a matinee performance was given at the school for pupils. The orchestra played and the pictures were shown. The reels on Yellowstone national park were especially interesting.

CONCRETE PRODUCTS

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- 1500 Foundations
- 35 Residences of first story or more
- 15 Factory Buildings
- 22 Stores
- 28 Garages

They meet the requirements of the State Building Code

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C. L. CHRISTIAN and his Bearcat Orchestra

of Detroit, Michigan

NOTE: — This orchestra was awarded a silver cup in competition with twelve other orchestras. Each and every man being an artist.

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JOS. ROSSMEISSEL
H. G. SAECKER
G. R. SCHAEFER
H. K. PRATT
H. F. HECKERT

Day's News of Wisconsin and Outagamie County

ANOTHER WAGNER COW NEAR TOP OF PRODUCTION LIST

Rose Lynden DeKol Gives 101
Pounds Milk Daily—31
Pounds Butter

Special to Post-Crescent

Seymour—Dairy production records for the county almost were broken by Rose Lynden DeKol, a purebred Holstein cow seven years and eleven months old, owned by Fred Wagner, town of Seymour, in an official test just completed by Chauncey Lane of the Wisconsin experiment station. This cow's average daily yield in the 7-day test was 101.8 pounds. Her week's production of 713.1 pounds of milk tested an average of 3.55 per cent and contained 25.343 pounds of fat, equivalent to 31.88 pounds of butter. Her highest yield of butterfat for a single day was 3.993 pounds, and her highest daily milk production was 108.1 pounds. This is believed to be the champion record for the county of cows now living.

Mr. Wagner has been a breeder of registered Holsteins for only a few years and has two cars that are record producers. He is building a herd that is expected to reveal some top dairying figures. In a test made last winter on one of his 4-year-old cows, he also obtained a high rating. Rose Lynden DeKol is a dam of this animal.

In commenting on the test, Mr. Lane says, "I have tested about 200 cows for 7-day records. This is the fourth cow in this number to produce more than 80 pounds of butter, and the fourth to average 100 pounds or more of milk a day. Of the four cows she stands second in butter production, and combining butter and milk production she stands first."

MISS BERTHA KUHN IS HONOR GUEST AT SHOWER

Special to Post-Crescent

Black Creek—Mrs. Oscar Kuhn entertained at a miscellaneous shower Thursday evening at her home in honor of Miss Bertha Kuhn. The evening was spent in playing games.

Those present were: Mrs. F. C. Walsh, Mrs. Henry Kuhn, Mrs. J. E. Huhn, Mrs. Roy Bishop, Mrs. Peter Kitzinger, Mrs. H. Kessler, Mrs. Floyd Lock, Mrs. Arthur Schroeder, Mrs. R. H. Sander, Mrs. E. H. Schultz, Mrs. Irvin Grunwaldt, and the Misses Bertha Kuhn, Ella Pasch, Verona Fries, Marie Brandt, Kathryn Hoffman, Hazel O'Brien, Felicia Kronschnable, Elvira Bndlich, Janet Eberhard and Gladys Schmeltch.

MR. OTT AND MISS SMITH WIN SPEAKING CONTESTS

Kaukauna—Elmer Ott won first prize in the oratorical contest in the high school Friday afternoon. His selection was "The Unknown Rider." Miss Lucille Smith won first place in the declamatory contest with a declamatory entitled "The Christmas Substitution." Judges were the Rev. E. L. Worthman, the Rev. W. P. Hulen and W. F. Ashe.

In the declamatory contest Miss Lorraine Dreger was second with "Little Mayme Sees Charlie Chaplin," and Miss Wilma Klumb received third place. Her selection was "Sunshine Johnson." "Description of Webster's Speech" by Harold Derrus won second place, and Edward Ludiko was awarded third place with the oration "The New South." The winners of first and second places in both contests will represent Kaukauna high school at Wrightstown next Friday afternoon.

NIECE IS DEAD

Kaukauna—Mrs. John Gerhartz received word Friday of the death of her niece, Dorothy Wentland, 19, at Detroit, Mich. The body will be taken to Cheboygan, Mich., for burial.

WOMEN SHUN LECTURES

Tolde—The authorities of the Imperial university, Tokio, are beginning to doubt whether the women of Japan are as sincere in their desire for higher education as had been thought. When it was announced that the lectures at the university would be open to women, many applications for admission were received, but of the 96 women to whom these were granted, all but a few dropped out. This year there were very few applicants for the privilege.

KAUKAUNA NEWS

Melvin Trams Telephone 329-J
Kaukauna Representative

Name Committees To Consider Plans For "Homecoming" Week

Historical Pageant Expected To
Be Feature Of Program—City
Has Natural Amphitheater In
Which To Hold Play

Kaukauna—At a meeting Friday evening in the new council chambers, about 30 men and two women, representing nearly every business and organization in this city, went on record as favoring a homecoming week and pageant late this summer and all pledged cooperation to make the event a great success. The homecoming week and historical pageant were discussed at length. Mayor C. B. Raught was appointed temporary chairman and Lester J. Brenzel was elected secretary.

Before adjournment the chairman appointed ten persons who will act as a "starling" committee and who will appoint the other committees necessary to put on a celebration on as large a scale as is now planned. The committee includes E. H. McCarty, chairman, William F. Ashe, John McCarty, Walter H. Cooper, John T. Timmers, R. M. Radsch, J. O. Pesson, Lester J. Brenzel, Mrs. Francis W. Grogan and Jacob Stoeger.

FOUR MONTHS' PREPARATION
Few persons in the crowd had had experience in such a work and little could be done beyond a discussion of the plan. William Ashe seemed most familiar at the requirements necessary to stage an elaborate celebration and be presented correspondence from various sources.

To stage a historical pageant which would be a credit to Kaukauna and which would draw crowds of people from the entire valley, will require about four months' preparation. It was thought, however, that to hold the event in September will be too late, because of the chilly weather. A date in August seemed most satisfactory. This will necessitate fast work on the part of the committees in charge and probably will mean that some men must devote practically all of their time to preparations for the gala week. A few men said the homecoming week be stressed more emphatically and that the pageant merely be one of the entertainments after the people have been drawn to the city.

NATURAL THEATRES

Mr. Ashe was prepared to offer several suggestions. He mentioned that Kaukauna has two sites where a pageant might easily be staged without the necessity of constructing stage, scenery or seats. Both sites are natural amphitheatres and will cut down the cost of production, which usually is the biggest item. It was thought for \$3,000 this city might attempt a pageant that would cost \$50,000 in another city. The first site considered was the city park, the other a stretch along the government canal near Trinity Lutheran church. The grounds are in themselves a natural amphitheatre and little construction will be needed. The water will be near to portray scenes in which the water plays an important part. Between the bank of the canal and the hill which would form seating space for an audience there is enough space to carry on other land scenes.

The celebration will tax to the utmost the cooperative spirit of every citizen and organization in Kaukauna. The plan will be pushed with all possible speed and it is probable that the ball will start rolling within a few days.

\$20,000 FIRE DAMAGE TO P. H. MARTIN HOME

Green Bay—The home of P. H. Martin, here, was damaged \$20,000 by fire which originated in the attic.

Volunteers and the firemen saved practically all of the furnishings and the damage is represented in water soaked walls and that part of the roof and attic actually touched by the flames. A spark from the chimney is thought to have started the fire.

INVITE ODD FELLOWS TO CHURCH SERVICE

Kaukauna—"The Odd Fellow lodge an American patriotic and Christian institution," will be the title of an address to be given by the Rev. Daniel Woodward during regular services Sunday evening in First Congregational church of Kaukauna. Members of the Kaukauna Odd Fellow lodge and Rose Rebekah lodge will attend the services in a body. The pastor's morning sermon will be entitled "No part dark." Special musical numbers will be rendered at both services. Sunday school will convene at 10 o'clock in the morning and the Christian Endeavor society will meet at 6:45 in the evening.

Social Items

Kaukauna—Mrs. A. Nagan entertained the German Reading circle Thursday afternoon at her home, 201 Dodge-st. Eighteen women were present. The next meeting will be held at the home of Mrs. John Regentuss.

A surprise stag party was held Thursday evening in honor of August Hendel, Plank-rd, Thursday evening, the occasion being his birthday anniversary. The evening was spent in playing cards. Pries were won by Otto Hendel and Arnold Deering. Ten men were present.

Kaukauna—Arthur Rock of Appleton won first prize at schafkopf at a card party given by the Lady Elks Friday evening in Elk hall. Mrs. William Parmen won ladies first prizes. Consolation prizes were awarded to Albe Lang and Florence Vanable. Prizes at dice were won by Miss Francis Fernal and Miss Ethel Boomer of Appleton. Twenty tables were in play. A dance followed the card party. Music was furnished by the Electric City orchestra.

KAUKAUNA PERSONALS

Kaukauna—Mr. and Mrs. W. H. Copp and son Wayne left Saturday morning to spend the weekend in Milwaukee.

Edmund Nagan of St. Paul, Minn., autoed to Kaukauna Thursday evening and visited with Mrs. Anna Nagan and Miss Olive Nagan.

Misses Odanah Hahnemann and Helen Ditzler were business-visitors in Appleton Thursday.

Frank Hilgenberg and Paul A. Smith were in Green Bay Thursday on business.

Mrs. W. A. Moore of Laona, is visiting at the home of Mrs. John Behler.

PREPARE FOR BEET WEEEDERS' ARRIVAL

House Is Placed On Thiel Farm
For Use Of Mexican
Employees

Special to Post-Crescent

Black Creek—Charles Weise, field agent for the Green Bay Sugar Co., has moved a shanty here from Seymour, putting it on the George Thiel place. He will fix it up for the use of the Mexicans who tend to the sugar beets.

Miss Ann Elyn Welnich entertained a party of friends Sunday. Those present were: Louis Gorondale of Forestville, Evelyn Welnich of Pulaski, and Otto Siebhart of Green Bay. The Rev. J. H. Tippet, of Appleton, will preach in the Methodist church here Sunday at 2:30 in the afternoon. Herman Eberhard and Julius Muijer were in New London on business Wednesday.

Mrs. A. E. Barber and daughter

LEHRER'S MEAT MARKET

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Meats

Poultry and Game
in Season

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KAUKAUNA

June, of Shepley are at W. J. Magnum's for an extended visit. Mr. Barber will join them later.

Fred Nietz has brought his household goods here from New London. He will store them here for the summer as he will work for the Maas Construction Co. and make Green Bay his headquarters.

Mr. Annison has moved into the house vacated by Vernon Perry. George Kronschnable and son of Kimberly, spent Wednesday with relatives here.

Orlo Stutzman and Miss Bertha Kuehn were Appleton visitors Wednesday.

Fern, the 10 months old daughter of Mr. and Mrs. Irvin Barth, is very sick. Dr. and Mrs. J. J. Laird and Mrs. Charles Meier were Appleton visitors.

Alodph Falck of Appleton was calling on friends here Thursday.

Mr. and Mrs. Phillip Kreutzer and son Wayne and Mr. and Mrs. Herman Behl and sons Roger and Phillip, of

Appleton, were guests of relatives here Tuesday.

Mrs. Astrum of Minneapolis, has been visiting her sister, Mrs. Phillip McGlin.

Gustave Fraker and Martin Olson of Leeman visited Mrs. E. Felio Wednesday.

Mrs. Rugler of Wittenberg is a guest at the Phillip McGlin home.

Miss Ann Elyn Welnich was a Green Bay visitor Tuesday.

Dancing at the Hotel Conway

Saturday Evening.

Have Your
SHOES DYED
Any Color

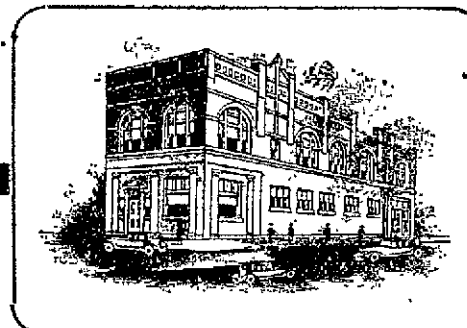
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MEMBER
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SYSTEM

OFFICERS:—
JULIUS J. MARTENS, President
JOHN COPPES, Vice President
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CHAS. E. RAUGHT, Cashier
GEO. R. DOGOT, Asst. Cashier

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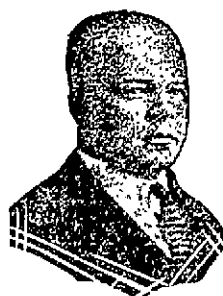
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FORMER HEAD OF EQUITY DENIES CHARGE OF FRAUD

E. C. Pommerening Answers
Charges Of Van Dyne
Cooperative Company

By Associated Press
Fond du Lac—E. C. Pommerening, former secretary and treasurer of Van Dyne Cooperative association and former head of the Wisconsin Union of the American Society of Equity, charged with the embezzlement of approximately \$703 of the association's funds, was freed in municipal court here late Friday. Judge Henry M. Fellenz held that the evidence did not support the charge brought by J. J. Lamb. The defense contended that although Pommerening did draw a check for \$703 for his own use he did not do so with intent to defraud the Van Dyne association.

Fond du Lac—Not only denying the state's charges that he appropriated to his own use \$703 of the funds of the Van Dyne Farmers' Co-operative association, of which he was formerly secretary and treasurer, but declaring that the organization still owes him approximately \$500 which he advanced to help it out, E. C. Pommerening, former president of the Wisconsin Union, Society of Equity, testified in his own behalf in his preliminary hearing in municipal court here.

Pommerening was arrested on the complaint of J. J. Lamb, former president of the Van Dyne association, who charges that he drew the sum from the association funds and applied it to the payment of a personal obligation. Testimony in the preliminary examination was concluded Thursday but Judge H. M. Fellenz reserved decision until late Friday.

Called to the stand at the conclusion of the state's case Pommerening readily admitted that he drew the check which was presented in evidence as having been drawn by himself, as treasurer, to himself. He declared that at the time that he drew the check the association owed him approximately \$300 for money advanced and services rendered. Pressed by the district attorney, he stated that this sum included a certificate of deposit for about \$300 which he had advanced for the association's business and a long list of services for the organization for which he had never drawn his pay.

J. J. Lamb, who was president of the association during Pommerening's term as secretary and treasurer, was the principal witness for the state. He testified that the check which resulted in Pommerening's arrest was drawn June 10, 1920, but that it was not known to the directors of the association until July, 1922, more than two years later. He testified further that when a new secretary and treas-

COUNTY CHAIRMAN



GEORGE F. FIEDLER

Outagamie county's new board chairman, George F. Fiedler, of Seymour, has been active in county affairs for a number of years. He has served as a member of the county board for six years, during two of which he was chairman of the county highway committee.

Mr. Fiedler was born on a farm near Chilton, Calumet-co., in 1872. He moved from there to Seymour in 1892 and has made his home there ever since. His first ten years in that city were devoted to general merchandise business. He then entered the cold storage business, buying and selling cabbage and hay. He now conducts a real estate and insurance business and occasionally conducts public auctions.

The new chairman was assessor of the city of Seymour for 15 years prior to his election to the county board. He has been secretary of the annual Seymour fair for ten years succeeding H. J. VanVuren, editor of Seymour Press. The fair has become one of the biggest county events under his management.

REAL ESTATE TRANSFERS

Walter Bentle has purchased a house on Mason-st from the Kimberly Real Estate Co. and William Hoefs sold a lot on Spencer-st to Mat Tipler of Seymour. The deals were made by William Krautkramer.

urer was installed and an audit of the association books attempted, the officials of the association could get hold of minutes of only two annual meetings of the association and was unable to find any record of board or directors meetings.

ROLLER SKATING and
DANCING SUNDAY.
Brighton — Good Music

FUNERAL HELD FOR WILLIAM STRICK

Special to Post-Crescent
Little Chute—Funeral services for William Strick, who died suddenly Tuesday afternoon, were held at St. John church at nine o'clock Friday morning. The Rev. John J. Sprang was in charge. Interment was made in the Catholic cemetery.

Among those from here who attended the funeral of Mrs. Peter Maanen at DePere Wednesday were Mrs. Albert Hartjes, Mrs. James Gerrits, Mr. and Mrs. Barney Berghuis and Mrs. John Van Den Boom.

While at work repairing a conveyor at the Combined Locks paper mill Monday John Van Dyke crushed his finger badly. Amputation was necessary.

Miss Marion Finley of Green Bay is a guest for a few days at the home of Mr. and Mrs. John Lamers.

A daughter was born Tuesday to Mr. and Mrs. John A. Jansen.

H. D. Beuchamp of Green Bay was a caller here Friday.

A large crowd attended "Little Miss Jack," a comedy drama and junior class play of the high school at the Keohn theatre Thursday evening. Charles Seggelink, Daniel Williams, Alois Weyenberg and Miss Vivian Hall furnished the music.

Mrs. Albert Van Den Berg and daughter Mable returned Thursday from a visit with relatives in Chicago.

Chefoo, China, where most of the ladies' hair-nets come from, shipped \$3,319,222 worth of nets last year, the greater part to the United States.

Several of the United States owe Great Britain sums of money amounting to \$60,000,000 in all; these debts were contracted from 40 to 70 years ago.

12 TABLES IN PLAY AT ST. MARY PARTY

Special to Post-Crescent
Black Creek—The open card party given at Arlington hotel Wednesday night by St. Mary church was well attended. Twelve tables were in play. Prizes at schafkopf were won by Miss Heimerman, Mrs. P. C. Walch, Jacob Kitzinger and Nelson Plutz, and at rumby by Mrs. Walter Klarner. The receipts were \$18.85. According to present plans another party will be held in a few weeks.

The Parent-Teachers meeting at the schoolhouse Tuesday evening was well attended and greatly enjoyed. The next one will be held May 15 when Mrs. J. J. Laird and Mrs. F. C. Walch will have charge of the program.

Mr. and Mrs. Fred Mueller entertained about 150 guests at Meltz pavilion, Twelve Corners Monday night to celebrate the twentieth anniversary of their wedding. Dancing was the entertainment of the evening. Music was furnished by the Twelve Corners orchestra.

John Dietrich has traded his cheese factory west of town to Mr. Summers of Neenah. Mr. Summers will have the factory and the living rooms redecorated and repaired before he moves in.

Harry Leatherbury spent Tuesday at Shiocton.

Wednesday Earl Hilligan's sisters moved from Appleton into the house on South Main-st that he bought last fall.

Louis Black, who is employed at the local hardware store, has moved his family from the town of Maine into the house he bought of Herman Leohn.

Roy Bishop attended a meeting of the Standard Oil Co. at Appleton Wednesday night.

Mrs. Roy Bishop, Mrs. R. H. Sander

AMUR MINES LACK CAPITAL

By Associated Press
Vladivostok—The government still is in search for foreign capital to work the natural riches of the Primur region and foreigners may take up concessions on advantageous terms.

A significant fact is that there are more Japanese coming into this port than are leaving. Some American miners from Alaska also have come to Vladivostok with money, and intend to take up gold mining in the Ok-hostk and other districts where gold is known to exist.

and the Rev. Paul Beeken were at Theda Clark hospital at Neenah Wednesday to visit Mrs. Beeken and her young son.

Vernon Perry and family moved to Denmark Wednesday.

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have secured a limited supply of

Alfalfa Inoculation

that will be available at twenty-five
cents a bottle on Monday, April 30th

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BRICK"
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Ask for LUICK SPECIAL BRICK at
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You Have In Kaukauna THE FIRST ELECTRIC POWERED SAWMILL IN THE U. S.

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Kaukauna Stores Typify Progress

Herman T. Runte Co.

Leading Department Store of Kaukauna

Successor to

OTTO H. RUNTE, one of this city's old pioneers, who owned and conducted one of the first general stores of Kaukauna, almost on the site of the present building

In 1872 the H. T. Runte Co. had its humble beginning; in 1913 the business was incorporated and now, thanks to patronage of Kaukauna people, we are contemplating the erection of a building adjacent to our present structure that will double our floor space.

The new building will be 32 by 120 feet and after its completion we will be prepared to continue the service to our patrons which made the new building possible.

Our efforts to please the people of Kaukauna and supply their wants have not been in vain during the last half century, our ever-increasing business being proof that Style, Quality and Service have merited the appreciation of our patrons.

Herman T. Runte Co.

Style — Quality — Service
WISCONSIN AVE. KAUKAUNA

Bakers For Years

The Woelz Baking System has been flourishing for 10 years in Kaukauna and our ever-increasing business is proof that our goods are meeting the demands of the public.

More and more the people of today are depending upon a reliable local Baker to furnish Pastry better than "Mother used to make."

We are equipped to turn out all kinds of Baked Goods in the shortest possible time and our force of bakers has been taught under our personal supervision to guarantee perfect goods and service.

Try our "Gilt Edge" Bread and celebrated Rye Bread and demand Woelz Baked Goods from your grocer.

Woelz Baking System

WHOLESALE AND RETAILER
Three Truck Delivery Service

156 Wisconsin-ave

Kaukauna

Phones 57-J and 405-R

Announcement

Kaukauna Drug Co.

formerly located on corner Third-st and Main-ave, is now open for business in its new home on Second-st next to the Farmers and Merchants Bank.

We are proud of our new quarters. The store has been equipped with latest up-to-the-minute drug fixtures and arranged to the best possible advantage to us and our patrons.

We heartily invite you to visit us in our new store. Watch for our ad for formal opening.

Kaukauna Drug Co.

O. A. LOOK, Prop.

EVERYTHING IN THE DRUG LINE



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\$30 — \$35 — \$40 — \$45

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A Baseball and Bat
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SUIT.

ROYAL

112 Wisconsin Avenue

Kaukauna, Wis.

See Our
New
Hats and
Shirts

Thoughts Turn Back 25 Years

36 Old Company G Men Still Here

At Spanish-American Vets Dinner

(Continued from page 73)

ing at the armory and the interior was a scene of bustle and preparation. Final articles were being deposited in knapsacks and everything made ready to fall in. Many of the soldiers had said farewell to relatives and sweethearts before reporting, others were thus accompanied to the armory and the great building was the scene of many a pathetic leaving-taking. Mothers and sisters were saying tearful goodbyes, fathers looked on with solemn faces with a proud feeling that their boys were responding in time of the country's need.

"When at 10:30 the bugles sounded, the sharp word of 'fall in' was heard. Shortly afterward Capt. Pomeroy gave the command and Company G moved out of the armory, for no one knows how long. The march to the depot was made in the following order: Bauer & Stewart's band, detail of firemen, G. A. R. post, life and drum corps, Lawrence University cadets, Company G. Along the line of march buildings had been profusely decorated and thousands of people kept up a continual cheering. At the depot the band kept the people in good spirits by playing national airs.

"When the train finally arrived, Capt. Pomeroy marched his company into the two rear cars. As the members mounted, each man was given a hearty cheer. Finally with a shrill blast of the whistle the train commenced to move, and came hats, up went flags and with a final cheer Company G went off to the war.

"Conservative estimates of the crowd at the depot place it at 10,000 people. Many persons broke down and cried like little children as the train pulled out. Seven is always considered a lucky number. Of the recruits, seven had been attending Lawrence, seven were students at Ryan high school, seven came from Kaukauna and G is the seventh letter of the alphabet. This forenoon Capt. John M. Baer and Pat H. Ryan started a company fund and before the train carried the boys away the treasury of the company was swelled by \$700. The amount will be further increased by those who were unable to see Messrs. Baer and Ryan. The activities of the company after it left Appleton are described below by Major Green, Major Pomeroy, Capt. George Merkell, Capt. Pomeroy and Lieutenant Zuehlke. The homecoming was as auspicious as the departure. The whole city turned out to welcome the men home. As they poured from the cars and fell in line their ranks were invaded by women and children who were clasped to the hearts of the thin, worn, ragged, but overjoyed men. Late in October, 1918, the citizens of Appleton publicly welcomed home company G from the war.

ORGANIZE CAMP
A Spanish-American War veterans camp was organized after the return. Present officers of the camp are: George Schwendler, commander; Joseph Forster, senior vice commander; Charles Scheer, junior vice commander; James Ogilvie, past commander; George Merkell, adjutant; Richard G. Sykes, quartermaster; Albert O. Hecht, chaplain; Anson Bauer, officer of the day; Fred R. Mouris, officer of the day guard; Robert Wheeler, Joseph Haggard, Ernest Wheeler, Norman G. Smith, sergeant major; Herman P. Hockert, quartermaster sergeant; John P. W. Kuchenecker and William Puske color sergeants.

Movements of the company and personal experiences are related by the following officers:

Maj. Charles F. Green—"After leaving Appleton we encamped at Camp Harvey, Milwaukee, bivouacking in stables of the state fair grounds and sleeping in mangers. Our next movement was to Chickamauga park Georgia, where we spent several weeks in the camp of instruction. Conditions were very bad from the sanitary viewpoint, the medical department knowing much less about the control of disease than in the World War. At Charleston, S. C., from which we embarked, we were lodged in tobacco warehouses. The hospitality of the southern people was exceptionally agreeable. Every day people came to me asking permission to take some men along to dinner. We embarked on La Grande Duchesse. The entire regiment and the casualties exceeded the capacity of the boat. The decks were so filled that one could not walk along in the dark without stepping on the sleepers. We landed at Guanica, Porto Rico, and the next day at Ponce. We camped in a swamp and there had an 'engagement with mosquitos. That is where I took sick with malaria. I returned home somewhat in advance of the rest of the Appleton men."

MEET COURAGEOUS
Col. Hugh E. Pomeroy—"I must say that we had a fine bunch of men, and they here up exceptionally well considering the trying hardships of poor sanitation, disease and other things. Almost every man was affected somewhat by typhoid fever, and some died of it. Later it was malaria which also claimed two victims. We had no actual fighting in Porto Rico. In an engagement near Coamo the plan of battle placed our company in the firing line. We were to cut off a Spanish retreat but were intercepted by blown out bridges over deep ravines. The retreat was cut off by a Pennsylvania regiment, which made a detour."

Capt. Maurice S. Peerenboom—"We certainly got the best of treatment at Charleston, S. C., which makes up for a good deal of the unpleasant things. All officers were made honorary members of every club in town, and were accorded various other privileges. An amusing thing happened to us on board the ship as we were nearing Ponce. We expected to be under fire at Ponce; hence the officers were equipped with revolvers. But they gave us no ammunition. The day before we reached Ponce, they told us to go down into the ship hold and get our ammunition. But it happened to be 38-caliber shells, and we had 44-caliber guns. So these arms were about as good as a base-ball bat. But when we reached Ponce, the Spaniards were not there. At Coamo, I took ill with malaria and

Commanded Appleton Soldiers On Departure For War In 1898



(Upper left) CAPT. M. S. PEERENBOOM. (Upper right) COL. H. E. POMEROY. (Lower) COL. W. H. ZUEHLKE.



was taken back to the hospital at Ponce. I got home ten days before the rest of the company. "The engagement at Coamo was after this fashion. The company was stationed on Aug. 8 about 4 miles from Coamo and 2 miles from a Spanish blockhouse. Next morning the regiment struck across country in support of a battery of artillery which had begun shelling the blockhouse. Company G swung out of line, followed by Company E of Fond du Lac and Company F of Oshkosh, in order to intercept the Spanish troops who were retreating from the blockhouse down to where another force of Spaniards lay entrenched. Had the movement been allowed to succeed, Company G would have been first under fire. When it was found that a stone bridge over a deep ravine had been blown out, the column was turned back into another direction only to find that the Spaniards had already made good their retreat. But the 16th Pennsylvania regiment, by a long detour reached the Spaniards, and in a brisk engagement killed 13 men, wounded 40 and captured 157, while 150 Spaniards escaped. A few days later hostilities ceased, but the company did not embark for home until Sept. 8."

Major William Zuehlke—"We all remember the water at Chickamauga park. As there was a scarcity of it at the camp, the water was carried from a point a mile away and was drawn from a yellow, slimy creek. The surgeon ordered the water to be boiled but this was seldom done. Here is where many of the men received typhoid into their systems. A canteen was started to sell beer. Many of the good anti-saloon folk back home protested. But our chaplain, Capt. E. H. Smith of Oshkosh wrote back. 'It is better to have good beer than bad water.' One day Corporal Beveridge and I heard of a place where Waukesha water was being sold. We walked a mile to the place and there found the men three deep around a bar drinking 'Waukesha water.' But we soon found out that it was merely the water from the same old creek placed in Waukesha water bottles. At Charleston they had local option, but beer was sold in all the groggeries. When the men came, the price rose from 5 to 10 cents a bottle. I remember an editorial of the 'Courier'

which criticized the profiteering, although nothing was said of the illegality of the sale. I took sick with typhoid fever in Charleston. After convalescing I went to Asheville where I spent a few days with Lieut. Newton who later led the expedition that captured old Aguinaldo, the Philippine chief. It was my intention to accompany him to Porto Rico, but at that time I was placed in charge of a trainload of convalescent men bound for the middle west. When we drew near Chicago a large group of newspapermen boarded the train and, inasmuch as we were the first contingent to get back, wanted to know all about our experiences in the south. I told them about the fine treatment we had in Charleston and told them the story which has been repeated more than any other I know. At the city hospital there many women came eager to do something for the men. 'Mayn't I do something for you?' a lady asked one of the men. 'I'm all right,' he answered. 'But mayn't I at least wash your face and hands?' 'Sure,' he answered, 'but it's been washed 12 times already.'

COMPLETE ROSTER
So far as could be learned the following is a complete roster of the company and regimental officers, together with their present addresses. In some cases the whereabouts of men could not be ascertained.
Major N. E. Morgan, who died in

Appleton in 1916, Capt. Charles Green, regimental adjutant, Appleton; Capt. Hugh E. Pomeroy, in charge of Company G, Appleton; First Lieutenant Maurice S. Peerenboom, Appleton; Second Lieutenant William H. Zuehlke, Appleton; First Sergeant Harry Lee, Green Bay; Quartermaster Sergeant Albert Hecht, Appleton; Sergeant George Merkell, Appleton; Sergt. Bert Peterman, Appleton; Sergt. C. H. Vogel, Canada; Corporal Paul Ganzen, Appleton; Corp. August Ross; Appleton; Corp. A. P. Petersen; Corp. Byron Beveridge, now assistant inspector general of the Wisconsin National guard, Madison; Corp. Charles O. Baer, died in the service, and local camp named in his honor; musicians—C. F. Schultz, Chicago and Charles Collier, Milwaukee.

Privates were Orlo Abbott, Canada; A. E. Adst, Appleton; H. J. Behnke, Appleton; H. G. Cough, R. M. Cough; John Diederich, Appleton; John Frieders, Appleton; Joseph Forster, Appleton; Charles Ganzen, Appleton; E. K. Hoffman, Appleton; George Hoh, Appleton; E. A. Koehn; E. Koenig, died in Appleton; J. F. W. Kuchenecker, Appleton; George Klopffel, Appleton; Alfred Meyer, Idaho; Henry Mennen, California; Bert O'Keefe, Chicago; Tom O'Keefe, Minnesota; J. G. Pasch, killed by explosion in Appleton; J. C. Postzel, Appleton; Ferdinand Radtke, Appleton; G. W. Raue, Omaha; A. E. Rehfeldt, Washington; G. H. Ross, Racine; Alex. Solomon, Milwaukee; Charles Scheer, Appleton; August Scheffler, Milwaukee; Henry Scheffler, Washington; Gustave Schwandt, Oshkosh; August Steiner, died in Aachen; Mike Steinhauer, Appleton; Richard Sykes, Appleton; Henry Stegert, South Dakota; William Wiegand, died in Menasha.

SOME DIED

The roster also included James Tracer, died in Appleton; Dudley Ryan, Ontario; James Scott, California; Herman Hecker, Jr., Appleton; Bert Jones, Washington; Ocha Potter, South Africa; Walter Ludwig, Antigo; Arthur Jolliffe, Chicago; Robert Westcott, lieutenant-colonel in the United States army; Ralph Pomeroy, died in Philadelphia; Emil Waisse, Sheboygan; Ralph Kanouse, died in Illinois; Otto Hansen; John Stark, Appleton; Arthur Ritter, Neenah; Lewis Clark, Antigo; Aaron Zerbel, Milwaukee; Irving Kelsey; Charles Chamberlain; Elmer Fullerton; George Mulholland; Bert Goss, died in Kaukauna; Edwin P. Salsman, died in Philippines; Nick Dreyer, Appleton; Charles Klyver, Oklahoma; George A. Hatch, Appleton; John Grassberger, died in Appleton; Henry Burmeister, died in Appleton; Bert Curtis, Waukesha; Fred Morris, Appleton; James O'Hearn, Seymour; Fred Carey; Angelo Sabato, Pennsylvania; Richard Hubbard, Chicago; August Johnson, Arizona; Ernest Patterson, Oshkosh; J. C. Meyer, Appleton; E. T. Kirklin, Alaska; Paul Zalske, Detroit; James Jefferson, railway postal clerk in Wisconsin; John McGillan, died in Appleton; Henry Jurs, died in Soldiers home, Milwaukee; Charles Kuntz, Seymour; Albert Van Wyk; Herman Ewert; August Zuelke, Montana; George Finalay, Chicago; Charles H. Diener, Washington; Norman Grunert, Appleton; Otto Merkell, died in the service; James Wallace, died in the service; William Stegman, died in Appleton; Al Kulp, died in Soldiers home in Milwaukee; Matt Doerfler, Appleton; Alvin H. Dreblow; Albert Schultz, Appleton; Albert Belro, soldiers home, Milwaukee; Arthur Hartung, Michigan; Ernest Eich, died in New York; John Slip, Appleton; John Schuh, died in the service; Will H. Nugent, Kaukauna; Joseph Bollin, Appleton; John Dardis, Appleton.

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THYSSEN WORKS HARD DESPITE AGE

Steel King Of Ruhr At Desk Day And Night—Is 81 Years Old

Hamborn, Germany — Unemployment may rule in the Ruhr, miners be idle and railroad men on strike, bricklayers working half time and jewelers not at all, but there is one man who works on forever.

His name is August Thyssen, aged 81, founder of the steel dynasty bearing his name. Promptly at the stroke of eight the venerable old man is at his desk. Eleven at night very often finds him still at work. This steel man is indeed a man of steel.

VISITS PLANTS DAILY

Personally, twice a day, he visits one or the other of his large plants, either at Hamborn, Mulheim, Duisburg, Dinslaken or Dusseldorf. Tall and gaunt walking with a brisk, springy step for one so advanced in years, stopping here and there to exchange a word with some of the veteran employees in his service, his progress through the works seems to assume the sacredness of a rite.

Frugal and modest, this millionaire spends less for his personal upkeep than many of his yard bosses or section foremen.

The correspondent met him the other day at the conclusion of his tour around the Hamborn works.

"I don't know what I can tell you about the situation," he said in response to a query, "ask this man there, he is much more competent than I am," he said, pointing to one of his managers.

RESEMBLES "TIGER"

"Have you ever met Clemenceau?" the correspondent asked apropos of nothing except the extraordinary similarity of expression of the upper part of the face of both men. Thyssen is much taller than the "Tiger."

"No, but I should very much like to."

Going to a desk, the old man took from a drawer what appeared to be a document and handed it to the correspondent.

"Let me give you a little souvenir," he said.

It was a signed photograph of himself.

"Workers who have been in the service for 25 years receive this photograph," said the employee who escorted the correspondent to the door. "You have been here only 25 minutes. It is now going 22 years since I began

to work here. I will receive one of these photographs in 1926."

er treated him shabbily. He would accept drawings, plans, new inventions for guns, light and heavy artillery, drawn up and perfected by the chief, and then the War Office would have the guns made in the Krupp works. It was quite wrong."



For The Benefit of Appleton Residents OUR RETAIL SALES ROOM

In our retail salesroom you can buy Dairy Products and be absolutely sure that they are fresh. Our Milk is taken from the best herds in this section of the county.

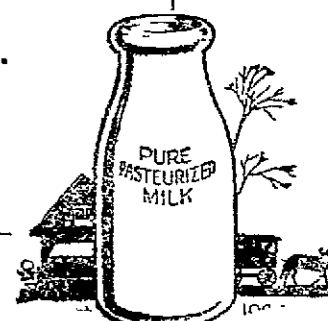
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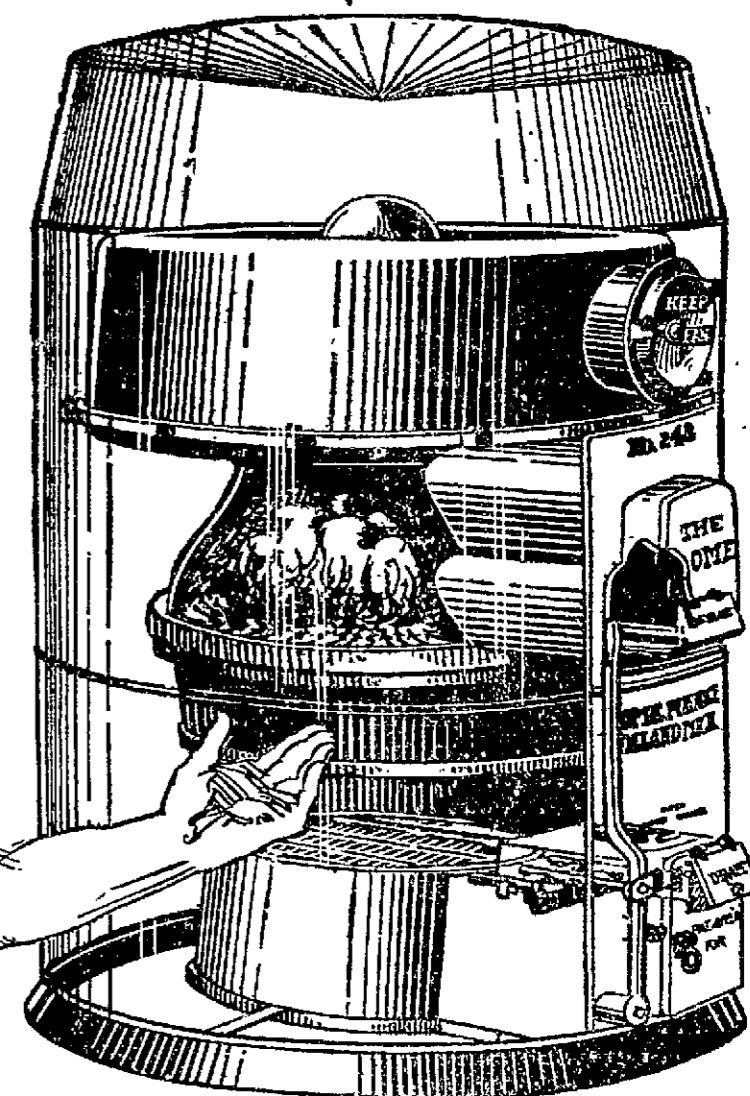
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Just Off College Ave., South



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HOME Furnaces are pleasing thousands of satisfied users. The hot blast construction guarantees less smoke, less soot, and fewer clinkers. A water-tight ashpit keeps your basement free from dust. So easy to run that anyone can handle them—and they're very dependable and economical of fuel.

Every Home Hot Blast Furnace is supervised and installed by expert Heating Engineers.

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"MAKE THE HOME WALLS SMILE"

UNTAPPED WEALTH OF SOUTHERN SOIL LURE TO PIONEERS

Kentucky, Louisiana And Tennessee Is Becoming Big Drawing Center

By Associated Press

Chicago—Casting about for new fields to conquer, the hardy pioneer of the west and middle west has turned his sight southward, and the tide of pioneer migration is in that direction, according to a survey just completed and announced by the bureau of development of the Illinois Central Railroad.

"With approximately one third of the arable and grazing territory developed at the present time, the trade and wealth of three southern states, Kentucky, Tennessee and Louisiana today exceed that of Holland, Belgium and Denmark," says the report.

"The riches that are yet untapped in these states, when brought into full productivity, will make this part of the country one of the opulent empires of the world."

SOUTH AWAKENS

"The south has awakened from its ancient languor," continues the report. "It is eager to enter the arena of the busy world and strive for the rewards of commercial achievement. The industrial development of the Mississippi valley has been backward. Less than 50 years ago the first lumberman penetrated the hardwood forests of the lower Mississippi. Drains were one of the early problems. But it has been within the last decade that the development of the wonderful resources of this section began in earnest."

The report then goes on to point out the advantages of the section, where it says the most fertile soil in the world is to be found, even more fertile than the valley of the Nile.

SOIL IS FERTILE

"With the climate ranging from mild to temperate to subtropical, an abundance of rainfall and long growing seasons, the possibilities for agriculture and stock raising are unequalled," the report adds. "Practically every kind of soil is found in this region."

"Mississippi is one of the great cotton-producing districts of the world, but it has few textile mills. Kentucky is notable for the quantity and quality of its wool production, but only a small part of this raw material is used within the state. There are vast deposits of fine clays suitable for the manufacture of white porcelains and many kinds of tiles and pottery to be found in different parts of this section but most of this product is shipped north to be made up in the factories there. Vegetables and fruits are grown, and may be more extensively grown to better advantage in these states than elsewhere in the land, yet there are comparatively few large canneries and preserving plants in the south. Sugar cane is one of the native crops, but syrup factories are few."

THIEVES BAGGED HAPSBURG JEWELS

By Associated Press

Geneva—"A swindle without precedent," is the final verdict just pronounced by the Federal court of Geneva in trying to account for the disappearance of the priceless crown jewels of the Hapsburg dynasty.

How they were stolen under the pretext of sale from a nobleman to whom the ex-emperor had entrusted them just before he made his last attempt to regain the throne, has come out in the court to which the distracted ex-empress turned in hope of recovering some of the gems.

The heirlooms are priceless. The value of one million pounds placed upon them is only nominal, and probably represents only about 60 per cent of their value. One matchless diadem, worn by the ex-empress Zita, was set with four of the only eight pink diamonds known to exist.

Charles carried the jewels in a special case, and they accompanied him on his wanderings. When he entered the airplane which was to take the ex-empress and himself to Budapest, he handed the case to his aide-camp, Baron Steiner. When the attempt to regain the throne failed, and the royal couple was exiled to Madeira, creditors descended upon Baron Steiner.

He thought of the jewels and, obtaining permission from an aunt of Charles to dispose of them, he opened negotiations with a trio of international jewelers. On their agreement to buy the jewels, and giving 300,000 francs on account, he allowed them to be taken.

All the Baron knows is that they were taken over the frontier from Switzerland, and he has never seen them or a sou of the balance of the money since. The jewelers at first claimed that they had been cheated by "go-betweens."

What the loss meant to the ex-emperor may be imagined when it is said that at the time of his exile, they were his only source of income. Charles, with this increased worry, and also the knowledge that Zita was again to become a mother, tramped hatless and haggard over the hills at Madeira. His hair turned white, he contracted pneumonia and died within a few weeks.

Thus the jewels of the Hapsburgs added another victim to their probably already large number.

HEARSE RIDE FATAL

London—Several youths appropriated a hearse and went for a joyride. They asked Cyril Thomas Roberts, 21, to join them. As he climbed to the vehicle he fell to the pavement and died from skull fracture.

Dance at Lamer's Hall, Little Chute, Monday evening, April 30, Florida Five Orchestra of Stevens Point.

PERUVIAN WOMEN UNITE TO WIN CIVIL RIGHTS

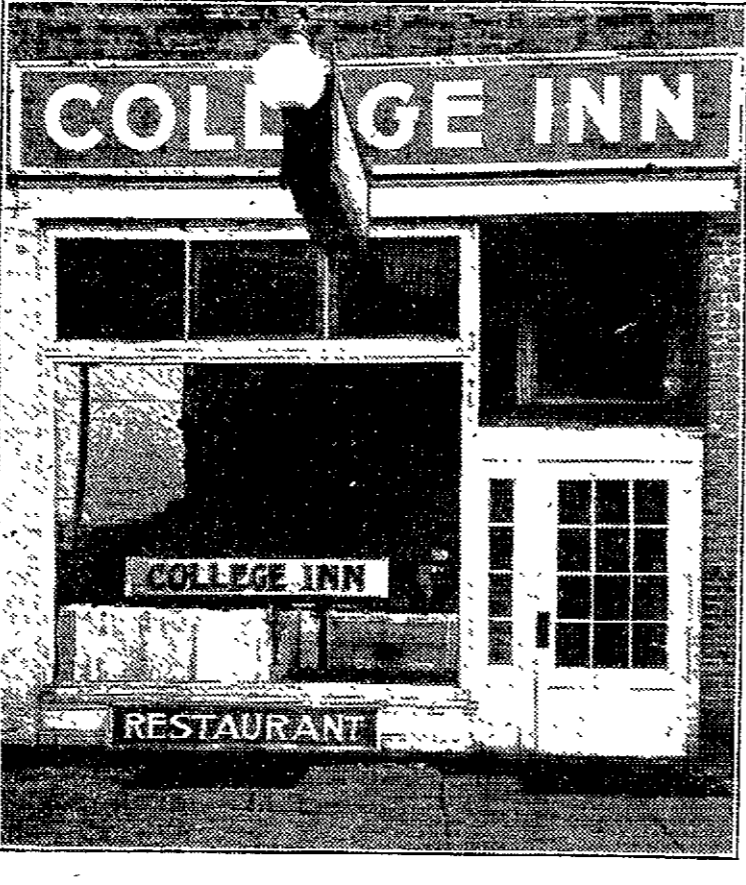
By Associated Press

Lima, Peru—For the first time in the history of Peru a representative group of women has formed a permanent organization to further the feminist movement in the republic. Lima has been entertaining Mrs. Carrie Chapman Catt, the well-known American suffrage leader. In a series of lectures, one of which was given in the historic University of San Marcos, she has been able to reach a large part of the intelligent women of the different social classes. As a result of these meetings there has been organized a body to be known as the "National Council of Women" which draws its membership from the higher and middle classes of society.

Little definite progress had been made in the woman's movement in Peru prior to Mrs. Catt's arrival. Several clubs existed among Peruvian women, social, charitable and other wise, but only one to further woman's suffrage. No general organization similar to the National Council of Women, however, had been attempted as women are not organized for campaign purposes in South America.

No immediate effort will be made to obtain the vote for Peruvian women, a goal which is believed to be many years in the future. The newly organized council will work first to secure civil rights for women, such as have been conceded in the more progressive countries of the world. Leaders of the movement in Peru recognize that the two greatest obstacles to success are the natural timidity of the average Latin American woman, and the marked cleavage between the social classes. Until social lines are less emphasized, it will be difficult for the women as a whole to work in harmony, and progress in the suffrage movement will be less rapid as a consequence.

"That Appetite Appeal"



On The Avenue at 759

Since 1881 The Name Langenberg Has Been Connected With Good Shoes.

In 1881 J. H. Langenberg was first known in connection with good footwear. He opened his first shoe store in a small building where the Woolworth store now stands. Five years later his business had increased so rapidly that he found it necessary to purchase the large store where Schweitzer & Langenberg are now located. He continued operating the business until 1909, when he sold it to J. E. Schweitzer and to his nephew J. B. Langenberg, the present owners.

Ever since 1881, the policy of this concern has been, to give their patrons the best footwear that they could secure at a price that would meet popular approval. This policy is the foundation of this modern business institution.

YOU CAN ASSURE YOURSELF, that when you buy footwear from a store so old in business and so progressive in methods that both style and quality will satisfy you.

Schweitzer & Langenberg

"THE ACCURATE FOOTFITTERS"

LINOTYPE OPERATORS, THIS WILL INTEREST YOU

By Associated Press

New York—A perforated ceiling for the composing room in the new home of the New York Tribune, just installed, will do away with the traditional separate room for proofreaders, an enable them to read "copy" and proofs in the midst of the typesetting machines, according to the expectations of acoustical experts.

Clifford M. Swan, consulting engineer for the company which installed the acoustical correction, explained that a ceiling of perforated oil cloth, over a thick layer of felt, will absorb the short wave-lengths of sound which produce the highest pitches, and will completely do away with annoying reverberation. The effect will be the same, he said, as if the composing room were to be set up in the open air.

This is believed to be the first time in newspaper history that any attempt has been made to silence a composing room by the aid of acoustical science.

Armory Roller Rink
SATURDAY NIGHT
Greased Pig Race
on Roller Skates

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One Of The Pioneers In Appleton's Retail Field THE FAIR STORE

THIS STORE was first opened for business way back in 1890. Thirty years ago, a policy was set, that was to guide this store's business transactions, and that policy has been rigidly followed.

OUR BUSINESS today is many times larger than it was thirty years ago—just one of the many departments found in our store today, covers the floor space that our entire stock did then. Think—Constant growth and expansion for thirty years.

WE HAVE endeavored at all times, to know our patrons personally, and to see that their wants have been satisfied with the best merchandise available at a fair price. This is the policy that is responsible for this rapid growth of The Fair Store.

THE FAIR STORE

APPLETON'S DRY GOODS STORE

"LADIES' HOME JOURNAL PATTERNS"



The Old Wm. Tesch Hardware

Established in 1895

Now The Home of The Fox River Hdw. Co.

L. E. Damkoehler, formerly of Gladstone, Michigan and Frank H. Zardt of Appleton took over the Tesch Hardware business on July 15th, 1922. Mr. Damkoehler is well versed in hardware having spend 20 years in the retail business. Mr. Zardt is well known in this community having spend most of his life in and around Appleton. Some of the old Tesch Hardware force is still in the store—Mr. Herman Harm being on the floor, and Miss Speel office manager.

The Stock Assures You of The Very Best at Fair Prices

Largest Retail of Stoves in Appleton— A. B. Gas Ranges Red Star New Perfection Oil Stoves Round Oak Ranges Globe Combination Gas and Coal Ranges	Aerobel Electric Washing Machines Dexter Electric Washing Machines Sporting Goods Bicycles Acme Quality Paints and Varnishes Sold since the opening of the business in 1895	Electric Lamps and Electric Appliances White Enamelware and Kitchen Utensils Auto Tires and Accessories Glass, Tools, Cutlery, Shelf and Heavy Hardware
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Hog Breeding Skill To Be Shown At Fall Fairs By Ton Litter Contest

Valuable Lesson in Developing Of Hogs For Profit Will Be Object Of State Competition—Windup To Be In Madison

BY W. F. WINSEY
The state contest of ton litters of pigs to be held in county fairs next fall and to be decided in a general roundup of county winners by the awarding of state championship honors in Madison next October, is arousing unusual interest among officers of county fairs and breeders of hogs. As the quantity of milk produced by a cow and the butter fat content of the milk are the real test of the value of a dairy cow, so the number of pigs in a litter, the power of the litter to take on weight and the total weight of the litter at the end of a fixed period making due allowance for the skill of the feeder and the amount of feed consumed, are the supreme tests of the value of a brood sow and her progeny.

As farmers choose dairy cows that will give them the largest check at the least expense of feed and labor, so they also choose the type of hog that promises to produce the most pork at the least expense in a given period.

TEST OF SKILL
In the contest under consideration nothing is said about the kind or allowance of feed per hog. The contest therefore will develop into a test of the owner's skill in feeding as well as the productiveness of the brood sow, and the rapidity with which the litter takes on weight. At best the contest will be a feed stuffing performance along scientific lines.

The ton litter contest if encouraged by the Hortonville and Seymour fairs will without doubt attract the support of hog breeders of Outagamie county and develop into one of the most popular features of the animal exhibits of these fairs.

Sixteen litters have already been nominated for exhibit at the Rock co. fair.

RULES ARE GIVEN
Following are the description rules of the ton litter contest:

Entries will be open to any hog owner, regardless of the breed of hogs, whether pure-bred, grade, or cross-bred. The only requirement is that the litter must be sired by a pure-bred boar. The litter must be nominated by the owner and marked within two weeks from date of farrowing. County agents and officers of breed clubs will aid in this detail. The litter must reach ton weight at six months and 25 days old or corresponding weight at a lesser age to be eligible for showing at fairs. The corresponding weights and gains are figured thus: At six months, 2,000 pounds and a daily gain per litter of 21.5 pounds; at five and one-half months, 1,700 pounds; and a daily gain of 20 pounds; at five months, 1,425 pounds; and a daily gain of 18.33 pounds; at four and one-half months,

1,175 pounds; and a daily gain of 16.87 pounds; and at four months, 950 pounds and a daily gain of 15 pounds.

DEPENDS ON WEIGHT
Placing is to be made on weight. The weight above a ton or above the corresponding scale at the age given will be the deciding factor.

Weights will be taken by fair officials, but each contestant is advised to take accurate home weights of the litters before they are sent to the fair. For instance, a litter which is five months and 25 days old would have to weigh a flat 1,700 pounds for the five and one-half month limit (see preceding schedule) and to this would be added an extra 10 days at the prescribed rate of 20 pounds per day. This would be 1,700 pounds plus 200 pounds, of 1,900 pounds, which would be the limits for entry at that age.

The round-up event which will decide the state championship is scheduled for October in Madison. There will be more than \$1,000 offered in premiums, of which the Wisconsin Live Stock Breeders' association has already offered \$500. Swine raisers anywhere are eligible to compete in this contest, as well as in the local fair contests.

HOUSE OF DAVID PAIR ELOPES TO CROWN POINT

By Associated Press
Crown Point, Ind.—Virgil Smith and Ruby Alma Glover, both of the House of David at Benton Harbor, Mich., who were prevented from marrying there Wednesday by the authorities investigating the religious colony were married here Thursday it was disclosed. In applying for the license Smith gave his age as 41 and the young woman's age was recorded as 22.

Armory Roller Rink SATURDAY NIGHT Greased Pig Race on Roller Skates

SPECIAL FOR NEXT WEEK
Ladies' Rubber Heels—30c.
And Men's 40c attached.

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1024 College Ave.
Shoe Repairing

POULTRY VALUE IN YEAR IN STATE IS \$30,000,000

Chicken Raising Business Growing Rapidly On Farms In Wisconsin

The poultry industry in Wisconsin for the past year was valued at nearly \$30,000,000.

This is the statement of J. B. Hayes, poultry specialist at the Wisconsin College of Agriculture. Hayes declares that farm poultry industry in the Badger state is growing rapidly. The number of fowl kept on the farms is increasing steadily. With the increase in numbers, there is also a very appreciable gain in production.

There are now 68 hens as an average for each farm in Wisconsin. Latest census reports show that on January 1, 1923, there were more than 13,618,000 hens in the state.

There were enough eggs produced in the state last year to provide a fresh egg every day for every man, woman and child in the state and still have a large number of eggs left to put in cold storage for another year.

"Poultry is not a specialized indus-

try in Wisconsin," declares Hayes. "It is a specialized farm practice. Despite the fact that there was a decrease in price last year in eggs and meat, over war prices, there has been a very decided increase in numbers of fowls and in production."

The Wisconsin poultry specialist has figured out that the average farm price for a bird in Wisconsin is 92.4 cents. He sees a great future for the "cackle-berry" industry in the Badger state. Already Wisconsin has become prominent in this branch of farming and now ranks twelfth among all the states in the union. Badger poultrymen, however, are not satisfied with this ranking, and are now striving to gain a higher position.

Dr. Babcock, Dentist, Ins. Bldg.

Embrey, Glasses, 779 Col. Ave.

BLAINE'S PEN ADDS NINE NEW LAWS TO WISCONSIN

Madison — Governor Blaine dipped his pen into the official inkwell at least nine times Thursday when he signed the following bills:

A bill making it lawful to have jury verdict by five-sixths vote in civil cases.

By Kamke, lowering restrictive clause of the state primary law.

By committee on finance, relating to duties and fees of public administrators in connection with inheritance taxes.

By Summerville, relating to bounties on ground hogs.

By A. E. Smith, changing the names of county training schools.

By Goodman, relating to sale of certain vehicles.

By joint finance committee, making appropriation to Mining school.

By Lange, amending the statutes limiting tax rates for school purposes.

FLORIDA TAKES STEP TO END CONVICT LEASING

Tallahassee, Fla.—The Florida legislature advanced another step toward abolishing the practice of leasing convicts to private individuals and firms Friday when it passed in amended form a senate bill looking to that end the vote was 61 to 5.

VALDAIR

CREAMERY BUTTER

It's Appleton Made

Valdair Butter is the only butter made in Appleton, that you can buy from your local grocer. Valdair Butter is a very finely flavored, Pasteurized Creamery Butter, made by the most modern and sanitary methods.

Patronize Home Industry—
USE VALDAIR BUTTER

Ask Your Grocer For It

MANUFACTURED AND DISTRIBUTED BY

Valley Dairy Products Co.

Phone 3020 579 State St.

Appleton-Black Creek-Seymour Bus	
Leave Appleton	Leave Seymour
6:45 A. M.	8:30 A. M.
11:45 A. M. Ex. Sunday	1:30 P. M. Ex. Sunday
5:00 P. M.	6:30 P. M.

PHONE 2835

Announcing The Opening
— OF THE —
WHITE FRONT RESTAURANT
Main Street, Kimberly
Saturday, April 28th
MR. ROY BRANCHFORD, Proprietor
Formerly owner of the Cozy Restaurant, Appleton, Wis.

ATTENTION Ford Owners

Bodies for Fords at Factory Prices

We wish to announce that after this date we will sell direct to Consumers at Factory Prices. All kinds of Ford Bodies and Equipments, such as Stake Platforms, Commercial and Panel Bodies and Cabs. This means a saving to you of 25% or from \$25.00 to \$50.00 on each Body, which you had to pay to your Ford Dealer as Commission in the past. All work guaranteed to be first class in both material and workmanship. Give us a call and convince yourself.

Acme Body Works Inc.

Phone 1398 Second Ave. and Freedom Road

Save At Least \$100.

The Berg Policy Is

"Better Living Room Suites for Less Money"

Good Living Room Furniture that has quality and beauty and that can be used every day without fear of destruction.

Many Appleton people have taken us at our word and found that they save money when buying here. Making our own Living Room Suites assures you of low prices. If you need a Living Room Suite this is the time to buy. We believe you will agree when you call—that this is the place to buy it.

Berg Upholstering Shop

943 College Ave., — Phone 395



Yellow Cab

Belongs to this city

YELLOW CAB is a local institution owned by local men and is operated solely in the interest of this city and its environs.

It has behind it system, organization and financial responsibility, without which no industry of any description can possibly be successful for any length of time.

YELLOW CAB has precisely the same ambitions as any other high-class business enterprise. We want to render a cab service that is second to none in this community and one which you will admire, respect and be glad to patronize.

If you will regard YELLOW CAB as your own cab company, and give us the benefit of any suggestions for its constant betterment that may occur to you, you will earn our lasting gratitude and be doing yourself a favor.

Hail Them Anywhere

Yellow Cab Co.

PHONE 886
DAY AND NIGHT

Notice to Contractors

Sealed proposals will be received by the Green Bay Newspaper Company, Green Bay, Wisconsin, on or before ten o'clock A. M., May 15, 1923, for the erection and completion of a reinforced concrete business building, to be erected in Green Bay, Wisconsin, as per plans and specifications prepared for same by Foeller, Schober & Stephenson, Architects, Green Bay, Wisconsin.

Plans on file at American Contractor's, Chicago, Ill., Minneapolis Builders' Exchange, Minneapolis, Minn., and at the Builders & Traders Exchange, Milwaukee, Wis.

The right is reserved to accept or reject any or all bids.

Foeller, Schober & Stephenson, Archts.,
By order of the Green Bay Newspaper Co.

27 CASES ON NEXT PROBATE CALENDAR

New Term Of County Court Will Open Before Judge Bottensek On May 1

A regular term of Outagamie court will open before Judge John Bottensek at the courthouse Tuesday, May 1. There are 27 cases on the calendar of which six are hearings on proof of will; three hearings on petition for administration; two hearings on petition to determine descent of lands; nine hearings on preferred claims; and three hearings on final account. The complete calendar is given below.

Hearings on proof of will—Estate of Caroline Jarchow. John A. Kranhold, John Schwammer, John Van Berlo, Charles A. Schoettler, Alice M. Frisby.

Hearings on petition for administration—Estate of Henry A. Schaefer, Roscoe C. Mills, Fred Tiedt.

Hearings on petition to determine descent of lands—Estate of Robert Pasch, Richard Pasch.

Hearings on preferred claims—Estate of Herman Heckert, William Brandt, Lena Brandt, Fredericka Koletzka, Martin Drexler, Barbara Koletzka, Conrad Poppe, John Arps, Peter Surfus.

Hearings on claims—Estate of Carl F. Luebke, Charles Nitzband, Robert Ruston, Elizabeth McBride.

Hearings on final accounts—Estate of Fred C. Hartung, Ludwig Meyer, Frank O. Abendroth.

TAXI DRIVERS ROUT LAST VESTIGE OF YULE TREE

Spectators were held in suspense for nearly an hour Thursday while observing the struggle that a half dozen employees of a local taxicab company were putting forth in order to remove a stump in the Traction company vacant property on Washington-st.

The stump was a remnant of the community Christmas tree that was planted there last winter. Although the stump weighed fully five pounds, the men finally succeeded by means of crowbars, pickaxes and other instruments to dislodge the stump and finally drag it away with a highpowered automobile truck.

TAX FIGURE MOUNTS FOR DELINQUENT OWNERS

Every delinquent taxpayer is adding extra burdens of penalty and interest for every day he delays payment. The delinquent tax roll which is considerably larger than last year will be published in about a week or ten days, according to Miss Marie Ziegenhagen, county treasurer. The list is now being compiled. Miss Ziegenhagen has the assistance of Miss Irene Rockstroh in this work. The delinquent tax sale will be conducted on June 12. Delinquent taxpayers pay a 2 per cent penalty plus 1 per cent a month for every month the payments are past due. The expense of advertising will also be added to the bill.

COUNTY NOT LOOKING FOR ROAD POLICEMEN

A. G. Brusewitz, county highway commissioner, is now receiving applications for police duty on county and state roads. It was announced at the highway office Saturday morning. Examination for road patrolmen at the courthouse this week led some to inquire why the county wanted as many as 35 policemen. To save further applications it is explained that the work of a county patrolman is not police duty but road maintenance. The only county policeman, other than the sheriff and his deputies, is the county motorcycle officer, who has not yet been appointed.

Dr. Lally, Dentist, Ins. Bldg.

Greenville Pavilion Carnival Dance Sunday Night. Buses at 8 and 9 o'clock.

Chiropractic
The Natural Method to Regain HEALTH
E. H. Horn, D. C.
PALMER GRADUATE
321 Insurance Bldg.
Consultation Free

When You're Up Town Stop at RETSON & JIMOS
and See How Much You'll Save By Having Your Old Hat Cleaned

Have it Tuned By ELMER COLE
Phone 9714123 Appleton

Lawrence Bohon Wins Annual Hustler Race Of Y.M.C.A. Boys Division

Four-square Program Is Found To Have Good Effect On Boys In Contest—Banquet Will Be Held Monday Night

Lawrence Bohon, son of Mr. and Mrs. G. R. Bohon, 775 Tonka-st., is declared winner in the annual Hustler club contest put on by the boys department of Appleton Y. M. C. A. During the 12 weeks of the contest Bohon amassed 1,551 points, almost 300 points ahead of his nearest competitor, George Stewart.

This contest, which is an annual event in the boys division, began on Jan. 15 and closed Saturday, April 21. It has proven a success this year in many ways. The program for the Hustlers was formed to aid in the four-square development of a boy—mentally, morally, physically and spiritually—and more than 120 boys from 7 clubs were benefited by participation in the race. Accurate records were kept of the progress of the contest by a system of Hustler cards upon which the points were entered according to the extent to which the boys took part in various activities.

18 JOIN CHURCH
The cards revealed some interesting facts regarding the work of the contestants. As a direct result 18 have joined various churches of the city in the last three months; eight new members have come into the "Y," thirty-four boys have read their Bible daily and twenty-five took a Bible study examination last week.

As a part of the educational end of the Hustler program educational tours were conducted during the week of Easter with an average attendance of 38 boys on each trip. Points were given for a written report of each trip and about 100 papers were handed in.

An additional educational feature was the interest aroused in hobbies. Stamp and coin collections still thrive but they have been forced to share their former high place with a new hobby, that of collecting moths. Great

Sermon Topics

Two of the local pulpits, Presbyterian and Baptist, will be filled Sunday by outside clergymen. The Rev. H. E. Easley of Green Bay will preach at Presbyterian church and Dr. A. LeGrande of the State Baptist convention, will have charge of the Baptist services. Very few of the churches will have evening services because of Lawrence Glee club sacred concert at Lawrence Memorial chapel. Topics of sermons at most of the churches are given below:

First Methodist Episcopal—Morning worship, 11 o'clock, sermon subject, "The Great Secret."

Trinity English Lutheran—Morning worship, 10:30, sermon subject, "The Courage of Jeremiah."

Presbyterian—Morning service, 11 o'clock, sermon by the Rev. H. E. Easley, pastor of the Presbyterian church, Green Bay.

First Congregational—Morning worship, 11 o'clock, sermon to boys and girls, "God's Feathered Helpers," the Rev. W. C. Cross; sermon, "Our Certainty to Succeed," Dr. H. E. Peabody.

First Reformed—Morning English worship, 10:15 sermon topic, "Remember the Sabbath Day to Keep It Holy."

First English Lutheran—Morning worship, 10:30, sermon subject, "Inexhaustible Ingratitude."

Baptist—Dr. A. LeGrande of the State Baptist convention will preach morning and evening.

First Presbyterian, Kimberly—Morning worship, 10:30, sermon subject, "Endurance"—Evening worship, 7:30, sermon subject, "Orpha Plus."

ODD FELLOWS THANK POLICE FOR COURTESY

A letter of appreciation has been sent by Fred R. Zimmermann, secretary of state, to Chief George T. Prim of the Appleton police department for his services in conducting the Odd Fellows motorcade through the city Saturday evening.

"We thank you very kindly," Secretary Zimmermann writes, "for the directions you were instrumental in furnishing our party which traveled to Green Bay last Saturday and I want you to know that I appreciate personally the kindness shown us."

DO BETTER WORK

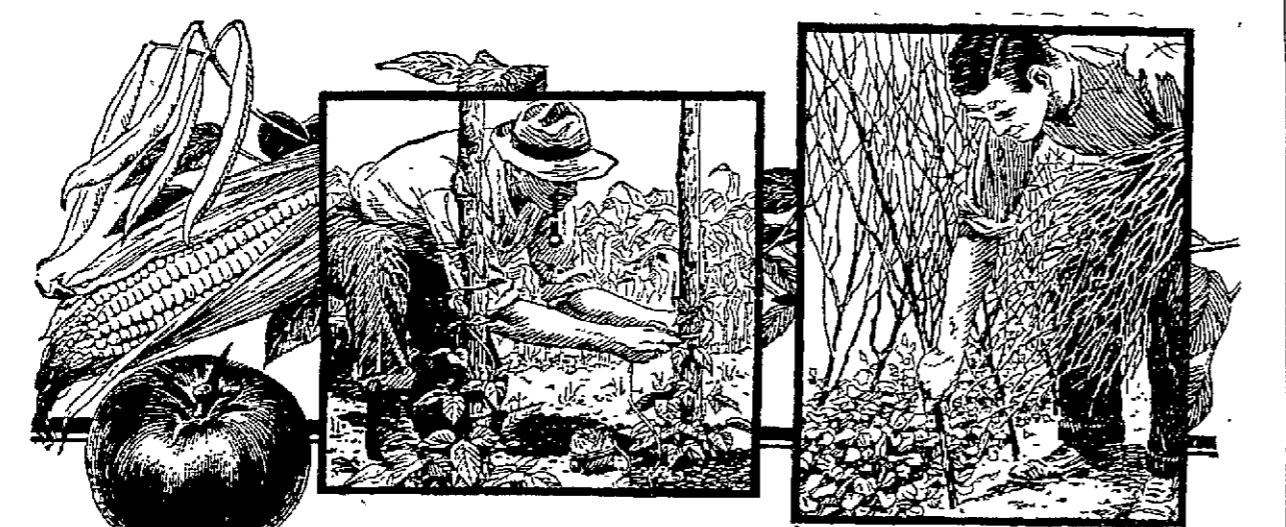
An incentive to better work at home, church and school was provided by awarding points to Hustlers doing helpful things about the home and showing higher grades at school. The Sunday meetings held at the Y. M. C. A. throughout the winter showed the effect of this interest with an average attendance of about 50 boys.

Monday night a Hustler banquet will be given to those boys who have earned more than 900 points during the contest. At the conclusion of the affair the Hustler emblems will be awarded and about a dozen prizes distributed. The prizes include a billiard cue, a silk poncho, a week's expenses at the Manitowish camp, several kinds of fishing tackle and other worthwhile awards.

The scores of the leading contestants and their clubs follow:

Lawrence Bohon, Sophomore Triangle, 1,551; George Stewart, Snauers, 1,232; Carleton Roth, Snauers, 1,232; Robert Elias, Ootiegoofs, 1,198; Roland Gerlach, Sophomore Triangle, 1,192; Walter Moore, Snauers, 1,154; Robert Eads, Wiffenpoofs, 1,105; Melvin Leopold, Pot-hounds, 1,084; Francis McAllister, Wiffenpoofs, 1,076; Julian Bender, Sophomore Triangle, 1,058; Randall Ruess, Ootiegoofs, 1,023; Carl Daw, Soph. Triangle, 1,002; Everette Roudelush, Soph. Triangle, 956; Robert Zilske, Soph. Triangle, 972; Karl Packard, Soph. Triangle, 959; Harold Eads, Freshman Triangle, 932; Allan Harwood, Sophomore Triangle, 917; Norman LaRose, Sophomore Triangle, 914; Glen Smith, Wiffenpoofs, 913.

Garrett and Basement hold many discarded articles that can be turned into cash through a Post-Crescent Want Ad.



What Kind of SEEDS do You Buy? Four-Flushers or Producers?

BEFORE you take a partner, what do you do? You find out all about him. Is he straight? Is he a four-flusher or a go-getter? What is his record? How will his work show up at the end of the year?

When you buy seed you take a partner. If your partner is a four-flusher you are done. No chance to change horses in mid-stream. You are hooked up for the whole season, for better or worse. You have got to use sense in choosing your garden partner.

How can you tell pure-bred seeds? Not by looks; you tell by reputation and pedigree. No breeder follows the laws of heredity closer than D. M. Ferry & Co. Imperfect plants are not allowed to reproduce on the Ferry Seed Farms. For size, shape, flavor, and for vitality and productiveness, plants must meet the most rigid standards. To be sure of pure-bred seeds buy Ferry's "at the store around the corner."

The price per paper is 10 cents—the smallest item of cost on a garden list. Where else can you get so much for your money? Call it insurance, or just good business, but buy Ferry's pure-bred Seeds.

For helpful garden hints; for tested receipts that every cook wants; for many evenings of pleasant reading, send for Ferry's Seed Annual. It is free.

D. M. FERRY & CO., Detroit, Michigan



"Appleton's Oldest Candy Shop"

Tuesday, May 1st, marks an anniversary for Gmeiner's. On that date we begin our eighteen year of serving the people of Appleton and vicinity with Gmeiner Quality Sweets.

Always it has been our earnest endeavor to create and maintain standards of quality and goodness that would truly designate Gmeiner's as the place "Where Candy Making is a Fine Art," for surely there is an art in the doing of everything.

GMEINER CANDIES leave nothing to be desired in the way of deliciousness and wholesomeness and there are many people who have purchased Gmeiner Quality Candies regularly week in and week out, year after year. This, after all, is the supreme test of a product and upon which we must rest the merit of our service and products.

GMEINER'S

"Where Candymaking is a Fine Art"

BULLETIN
12 LOTS WERE SOLD AT NOON SATURDAY

SUNDAY
Last Day of Our LOT SALE

Don't Wait
More Lots Were Sold Yesterday Than We Expected
But-
Many Choice Lots Are Still Available
Courtesy Sales People Will Be On The Grounds All Day
LOCATION
BETWEEN RICHMOND and NORTH DIVISION STS. and SECOND AVENUE
LAABS & SHEPHERD

Fifteen Minutes Walk from the Heart of the City

SALE STARTED AT 8 A. M Saturday Come Early

FREE
One Lot on Paved St. if 25 or More Lots Are Sold

APPLETON, GARDEN SPOT OF WISCONSIN, NOTED FOR ITS IDEALS, BEAUTY AND ITS INDUSTRY

Favored City Of Wealthy Fox River Valley Combines Charm Of Both Large and Small Town

Residents Of Appleton Have Improved
On Nature To Make It Among
Finest Cities In U. S.

YOU'LL Like Appleton!
The stranger approaching this garden city of Wisconsin on the splendid concrete highways which lead to its gates from every side is interested and impressed by this confident assurance which greets him at the city's corporate limits. "You'll like Appleton for business and for pleasure," the greeting reads. The confidence of the message intrigues him and he investigates to find that no truer words ever were spoken.

Appleton is a city of ideals and is striving to be the ideal city. The culture of its people, the beauty of its streets, the hospitality of its citizens leave an impression on the stranger that he carries home and makes Appleton one of the best known cities in the United States.

Appleton's fame, which is nationwide, is on a solid foundation. It is not a boom town, pushed into the limelight by unusual circumstances to bask in publicity for a few hours and then sink into oblivion. It has a renown that is enduring because Appleton is an unusual city.

IMPROVED ON NATURE
Favored by nature, Appleton has improved on its natural resources. Its great waterpower has made it an industrial city; its college has made its people cultured and its natural beauty has been emphasized until people everywhere call it the "most beautiful city in Wisconsin."

The growth of Appleton has been gradual and steady. Except in its very earliest days it never experienced a great boom. People came here because they believed Appleton gave them an excellent opportunity to make a living and at the same time afforded a contact with men and women of culture, a combination that is found in few places. Seventy-five years ago Appleton was a struggling city just emerging from the swaddling clothes of a village. Its founders had ideals and these ideals, carefully protected, have been passed along to each succeeding generation, resulting in a careful development of the city from every angle.

GROWTH MORE RAPID
Appleton is not a large city from the standpoint of population. The last census gave Appleton 19,561 people but this number has increased since 1920 to approximately 22,000.

This growth has been due quite largely to extensive homebuilding in the last two years, thus providing homes for the hundreds of people who would move here if they could find a place to live.

Appleton is the county seat of Outagamie county, situated in the heart of the richest farming and dairying section of Wisconsin. It is 15½ miles north of Chicago, 100 miles north of Milwaukee and 267 miles southwest of St. Paul. It is in the center of a wide-awake community of great wealth.

IN FOX RIVER VALLEY
The Fox river valley, of which Appleton is one of the most important cities, is famous for its waterpower, the stability of its people and its scenic beauty. Appleton has contributed much to the fame of the valley and to its many advantages. As was said before the city has enjoyed a substantial growth. In 1857, when it was incorporated it had a population of about 2,000. The gain in population has averaged about 3,000 for each ten year period from 1860. In 1890 the federal census gave the city a population of 11,896. In 1910 it had grown to 14,725 and in 1920 the enumerators counted 19,561 inhabitants. Since then at least 2,000 more persons are calling Appleton their home.

MANY HOME OWNERS
Appleton is primarily a city of home owners. Not less than 3,000 homes here are owned by the people

HOW APPLETON HAS GROWN

	Population	Assessed Valuation
1865.....	2,665	\$ 630,000
1875.....	6,730	1,225,000
1880.....	8,005	1,675,000
1885.....	7,336	3,000,000
1890.....	11,896	3,625,000
1895.....	14,461	3,900,000
1900.....	15,055	5,100,000
1905.....	17,000	9,100,000
1910.....	16,733	11,000,000
1920.....	19,561	25,121,800
1922.....	22,000	24,967,515

who live in them and now homes are being built at the rate of 200 a year. There is every indication that a new record in the number of residences built in Appleton in one year will be established in 1923. During the war there was very little building with the result that living quarters were cramped and there was a crying need for more homes. This need was partly met last year and the shortage will be further relieved in 1923.

Appleton people take pride in their homes. They surround them with well trimmed and attractive gardens. The tree-lined streets, green boulevards and wide cement walks in every part of the city contribute to its beauty.

The residents of this city carry their love for beauty and for culture outside their homes. Schools, churches and public buildings in Appleton are attractive and its parks are well kept.

105 ACRES OF PARKS
Appleton made a large start in acquiring parks and places for recreation but it is trying now to make up time lost in the past. The city now has seven parks, including approximately 105 acres. In all probability more parks will be acquired soon, especially along the Fox river. The city plan contemplates a boulevard system to connect up these parks, making them among the most attractive in the country. These parks, for the most part, are well equipped for recreational purposes.

Educational advantages of Appleton have brought many people to the city. It is the seat of Lawrence college, which ranks among the oldest and largest institutions of learning in the midwest. While it is under the direction of the Methodist denomination it is strictly nonsectarian in its work. It offers unusual advantages to young men and women seeking an education in cultured surroundings.

15 COLLEGE BUILDINGS
Lawrence college includes fifteen splendid buildings, valued at approximately \$1,000,000. It has an endowment of over \$2,000,000 which makes it possible to educate young people at a small cost to them. It has large laboratory facilities, a splendid library and an excellent museum. Lawrence has about 1,200 students enrolled in the college departments and in the conservatory of music.

12 PUBLIC SCHOOLS
Its public school system includes eight grade schools, school for the deaf, school for ungraded children, vocational school and high school. The school population of the city is approximately 5,800, and the total enrollment in public schools was 3,419. The high school has an enrollment of about 1,050. Plans now are being prepared for two junior high schools costing in the neighborhood of \$800,000.

In addition to the public schools and Lawrence college, Appleton has five parochial schools and two business colleges.

Nearly all of the larger religious denominations are represented by churches here, many of them imposing structures. Appleton has twenty-one churches, with five of them maintaining parish schools and three having church halls. The Methodist Episcopal congregation is planning to erect a new church to cost in the neighborhood of \$250,000.

FINE PUBLIC BUILDINGS
Beautiful and utilitarian public and semi-public buildings are included among the city's assets. No city in the state outside of Milwaukee can boast an auditorium like Lawrence Memorial chapel, completed a few years ago at a cost of \$125,000. This beautiful structure, seating 1,500 persons, is available for public use. Its Y. M. C. A. is one of the imposing structures of the city, and is well equipped with reading rooms, baths and recreational facilities.

The city has not been unmindful that a cultured people demand much to read and it has provided a well equipped library for them. This library, located in the city hall has about 15,000 books. In addition the college library with nearly 40,000

(Continued on page three.)

COLLEGE AVENUE IN 1868 AND IN 1923



THE TOP PICTURE SHOWS COLLEGE AVENUE, LOOKING WEST FROM MORRISON STREET, IN 1868. THE JOHNSTON HOUSE, THE BUILDING IN THE RIGHT FOREGROUND, STOOD WHERE THE VOIGT DRUG STORE NOW IS LOCATED. THE BOTTOM PICTURE IS COLLEGE AVENUE, ALSO LOOKING WEST FROM MORRISON STREET, IN 1923.

FIFTEEN APPLETONS IN UNITED STATES

ALTHOUGH Appleton, Wis., is godmother to many localities, it is doubtful if all her namesakes know of the Appleton of Appletons, or whether the godmother knows her own kin.

Strictly speaking, there are only three corporate municipalities in this country bearing the familiar name of Appleton, a city, a village and a town. The city is the Appleton, Outagamie, Wis., the village is Appleton, Swift-co, Minn., and the town is Appleton, Attendale-co, S. C.

But in speaking of unincorporated civic units, one finds Appletons scattered all over the country. The United States postal guide lists nine

postoffices by that name, located in Arkansas, Illinois, Maine, Minnesota, New York, South Carolina, Tennessee, Washington and Wisconsin.

Smaller boroughs and towns bearing the same name and which are likely to develop into postoffices some day are situated in Alabama, Colorado, Idaho, Missouri, Ohio and Oregon. Another locality in Idaho wants the world to know that it is a city and therefore steps into a class by itself by adopting the name of Appleton City.

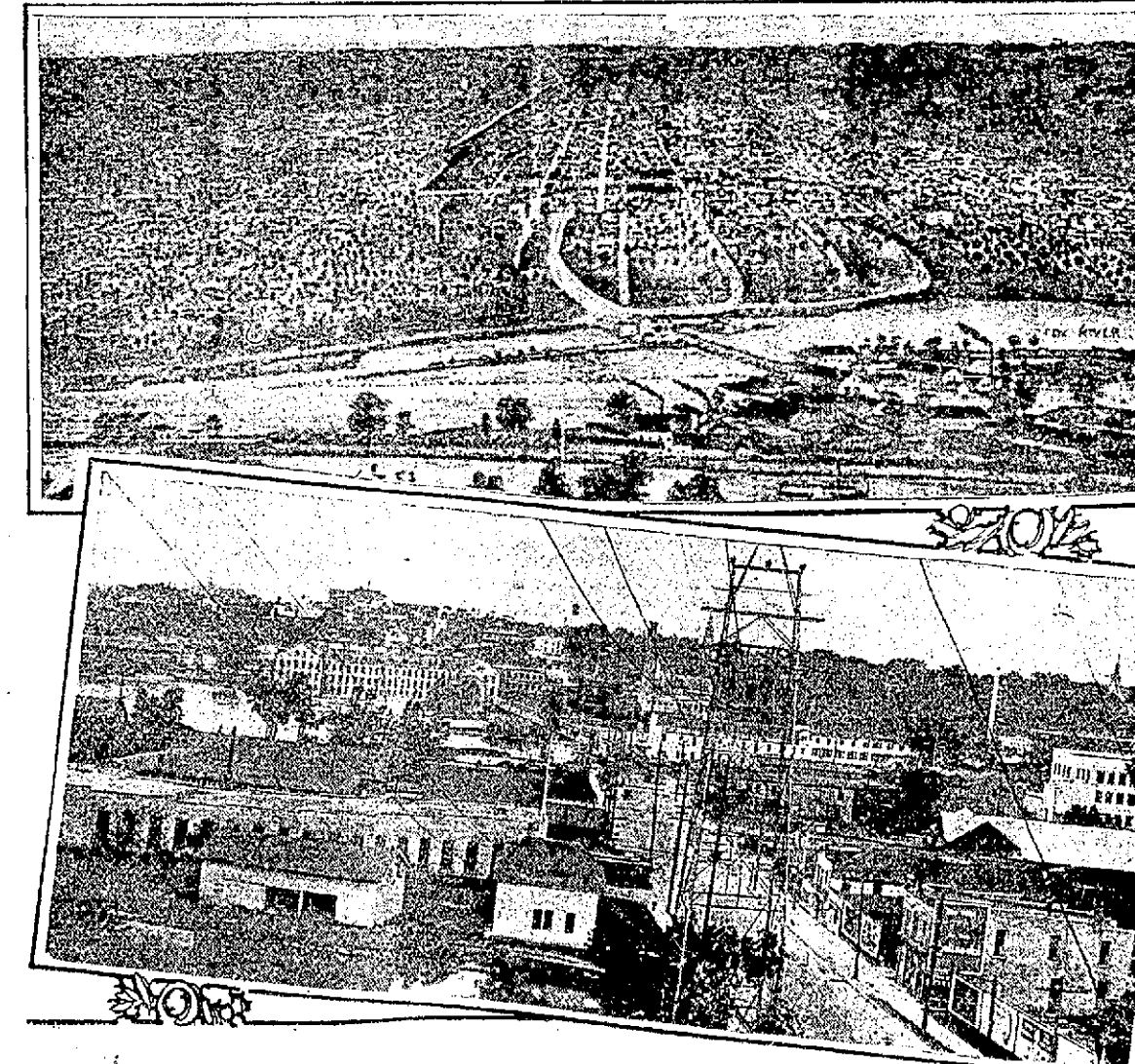
Fourteen Appletons in America, it is noted, have a combined population of barely 4,000, whereas the Wisconsin Appleton with its 20,000 inhabitants, is 14 times larger than the

largest of them all, Appleton, Tenn., seems to be the smallest with its 200 inhabitants, although there are a few Appletons in Alabama, Colorado and Idaho that the census taker missed.

Our own Appleton is most frequently confused with Appleton, Minn., a good sized village of 1,597 inhabitants. The First National bank, the Appleton State bank and the Standard Manufacturing company stand in danger of having their mails mixed, for they have their namesakes in the Minnesota city.

Kaukauna, Shiocton, Little Chute, Combined Locks, De Pere and Menasha stand proof against such mistakes as these, since they are without duplicates or imitations.

APPLETON IN 1872 AND IN 1923



THE TWO PICTURES ABOVE SHOW THE DEVELOPMENT OF APPLETON IN THE LAST HALF CENTURY. THE TOP IS A BIRD'S-EYE VIEW OF THE CITY IN 1872 AND THE BOTTOM VIEW SHOWS A PART OF THE INDUSTRIAL DISTRICT IN 1923.

First White Man's House In Appleton Was Built In 1835

Nicolet, First White Man To Visit Fox
River Valley, Claimed Country
For France In 1634

By Louis A. Fischer

IF STONES could speak, what tales they would unfold! The history of a thousand years and more lay entombed in the Valley of the Fox that met the view of the old Indian chief who stood musing on one of its lofty bluffs.

Even as the past, rich in Indian lore, so the future also, to this red man of three hundred years ago, was covered with a shroud. His countenance, lighted with serenity and contentment, would have been clouded with gloom, had he foreseen the transformation that was in years hence to take place on the very ground he was standing upon.

With the passing of the Indian, whose tribe has since practically become extinct, has faded the scene, trodden under the foot of modern civilization.

Yet what an awe-inspiring sight it was before its natural loveliness was obliterated by commercialism. Even seventy-five years ago the whole valley was covered by primeval forest. It was the home of the redman and the French fur trader whose canoes still ran the rapids below the bluffs of Le Grand Chute. Totem poles promised safety to the flying red man. The grand old trees, the high green bluffs, the waters of the Fox hurrying down a long succession of rapids, were a scene fit to inspire the mind of poet and artist.

To quote one who traveled over the site of Appleton as early as 1820, "Deep ravines like valleys give one an impression that they are grand avenues and adorned by the hand of nature, as entrances to some undiscovered Elysium beyond."

CHARMED BY BEAUTY

"Charmed by the rare beauty and grandeur of this place, we make our way up steep banks and reach table lands above, and from here the landscape is exceedingly beautiful. The air is pure and invigorating, the water clear as crystal, varied hues of autumn forests which roll in profound undulations far away in the dim distance present a picture of rare beauty."

The old Fox river valley is an important link in one of the great historic chains stretching back into the early dawn of American civilization, and connecting the Gulf of Mexico with the Gulf of the St. Lawrence.

Three hundred years ago absolutely nothing was known to the white man as to the extent of the mysterious region south of Lake Superior and west of Lake Michigan. The crude map of Governor De Champlain of New

France placed Green Bay north of Lake Superior.

It was at a time when the Menominees, the Winnabagoes, the Mascoutens, the Foxes and the Sacs occupied the fastnesses of the Fox river valley region and beyond. Champlain was informed by Indians of the Winnabagoes, or "The People of the Sea," and commissioned Jean Nicolet, the son of a Parisian mail carrier, to explore regions and make treaties with the Indians. The Menominees are the only original tribe still living in Wisconsin.

Thus Nicolet, the first to venture into the fastnesses of the great north-west, arrived at the mouth of the Fox in 1634 and paddled his way with Indian guides up the river as far as Berlin. In a council at the foot of Lake Winnabago, at the present site of Neenah, was made the first treaty of Indians of the west with the Europeans. Nicolet's first impression was that he had discovered China, the dream of Columbus thus surviving in a modified form. France laid claim to this region, the state of Wisconsin thus having for its first sovereign King Louis XIII.

NICOLET IMPRESSED

Nicolet returned to Quebec, and gave a glowing account of the beauty and fertility of the region he had visited and deplored the condition of the savages living without religion. He excited the zeal of the Jesuits who decided to organize an expedition to establish missions here.

This explorer was followed by Nicholas Perrot in 1665-66. Through his influence and agency many tribes were friendly to French administrations. At this time there was an

(Continued on page nine.)

HOW APPLETON WAS NAMED

It is a fact, quite generally known that the city of Appleton, Wis., was born in a college, which is a reversal of the usual order of a city's giving birth to a college.

Lawrence college and Appleton sprang up almost simultaneously, developed side by side and received their names and support from practically the same source. The interests of the school and the village were one.

There is no reason whatever to doubt, even if the school had never discovered the location, that a city would have sprung up on the very same site. The advantages of steamboat transportation on the Fox river, the value of the excellent waterpower of the rapids and the fertility of the surrounding country would have brought it about.

HAD ITS EFFECT

But its history and possibly the history of many other Appletons named after it would have been written differently. The city here would not have been an Appleton at all either in name or composition. Without the philanthropy of Samuel Appleton and Amos A. Lawrence, without the college influence, the New England environment and the cultured settlers, this city today might have been an industrial city with a preponderate foreign population, instead of the well-balanced educational, commercial and industrial Appleton that it really is.

Had Mr. Lawrence's favorite plan been carried out, Lawrence college would have been established near De Pere on his property that was then occupied by Eleazar Williams, Mohawk missionary, who gained prominence as the supposed lost daughter of the royal heir of Louis XVI of France. But the Wisconsin Methodist conference which matched Mr. Lawrence's donation of \$10,000 for the

institution, decided upon a point in Grand Chute on the Fox river as the most favorable location.

THREE VILLAGES HERE

The name, Lawrence Institute of Wisconsin, was not conferred upon the school by Mr. Lawrence, but by a committee of the Methodist conference. But this Boston merchant was chiefly responsible for naming the village of Appleton, which was the maiden name of his wife.

During the first few years of the history of the college, there were three villages where the city of Appleton now is. They were Lawrenceburg on the east side, Grand Chute on the west end and Appleton in the center. Mr. Lawrence was not pleased that the village of Appleton seat of Lawrence college, should occupy so small a territory and therefore brought influence upon the people of the three villages to incorporate as one under the name of Appleton.

1,000 PEOPLE IN 1833
In the year 1833, just four years after the first house was built in this locality, a petition was sent to the state legislature asking that the village be incorporated. It became a corporation the following year with a population of more than 1,000 inhabitants.

The original Appleton settlement was named after Samuel Appleton of Boston, the father-in-law of Mr. Lawrence. It was the name that the United States postal department chose for the postoffice here that received mail weekly by boat from Green Bay. Appleton was then a part of Brown-co. Mr. Appleton, although a man of 86 years at this time, took great interest in the village bearing his name and in recognition of this bequeathed to the college \$10,000 to found a library. This same library was called Samuel Appleton library until it was replaced by the present Carnegie library.

HISTORY OF LAWRENCE IS STORY OF APPLETON

College Was Founded In Midst Of Wilderness 76 Years Ago To Give Chance To Youth Of West

From An Insignificant Start Lawrence Has Developed Into A Great Center Of Learning

TO read over the letters and documents which deal with the foundation of Lawrence college is to feel a pride in the institution whether you or your immediate forebears had any part in its foundation. When you think of the men who came to the wilderness of Grand Chute to build a college where the workmen were once driven from their construction by a pack of wolves, you look at the splendid stone and brick structures on the campus with a glow of personal pride because Appleton was the result directly and indirectly of that vision.

Three factors combined to bring about the founding of Lawrence college, the missionary spirit of the Christian church, the belief in the destiny of the great northwest and the fact that Amos Lawrence found himself the unwilling possessor of 5000 acres of land near De Pere. The histories of many families and their sacrifices were made by the establishment of the college at Grand Chute.

COLLEGE 76 YEARS OLD

After the seventy-fifth anniversary of the founding of the college which was celebrated by a great program and special program at the 1923 commencement, Dr. Samuel Plantz prepared an interesting history of the college which has appeared in magazines and which has been issued in bulletin form by the college. This is perhaps the most sympathetic and authentic history of the foundation of the school that has ever been published. Dr. Plantz as president of the college has access to many personal letters of Mr. Lawrence and others which will not be made public for many years at the request of the founder of the college.

Through the friendship of Amos A. Lawrence and Eliazar Williams, who is romantically supposed to be the last Dauphin of France, Mr. Lawrence came into possession of considerable land in the Fox river valley between De Pere and the present site of Appleton. He was much interested in the land although he had bought it only because Williams was constantly in need of money. He offered to build a college in Wisconsin, and to give \$10,000 to any sect which would raise a like sum. There was much delay and it was finally taken up by the Methodist church through the efforts of the Rev. Reeder Smith. Mr. Smith called on Mr. Lawrence to get him to build a college in Michigan, but when he found that Mr. Lawrence was determined to build a school on the Williams property in Wisconsin, he secured the right to bring about the Wisconsin school.

While Lawrence is still considered a Methodist school in some respects and while it has always been under the control of the Methodist conference since its beginning, it is interesting to note that Amos Lawrence's ideas have been carried out. Mr. Lawrence wanted a Protestant Episcopal school, but it was impossible to erect such a thing at that time and he turned to the Methodists, he said, because of their great missionary activity. It was his express wish that no religious tenet or opinion shall be required as a qualification for office of trustee or for admission of students. It is interesting to know from sources which Dr. Plantz quotes that it was because the Rev. Reeder Smith put too much emphasis on Methodism that Lawrence was not given a grant of land by the legislature for its site.

The site was finally selected south of Mr. Lawrence's land and the first building erected. The money was raised from people who were in great poverty themselves and for whom the money for education was a great personal sacrifice. Many of the original settlers of Appleton were attracted here by the college and it was for Samuel Appleton, Amos Lawrence's father-in-law who was also interested in the college, that the village was named.

FINANCIAL PROBLEM

The story of the first principal, William Sampson and one of the first presidents is the story of great struggles with financial burdens. When you consider the enormous amount of money which has had to be raised by Dr. Samuel Plantz since he was elected president in 1884 in order to take care of the material growth of the college, you will see that financial problems are not yet over for Lawrence presidents.

Edward Cook of Boston, was the first president of the college and he established a splendid record for the college scholastically, but because he despaired of bringing it through financially, he resigned. He was followed by Russell Z. Mason who brought the college back to a sound financial standing and resigned. In 1885, George M. Steele was elected to fill the vacancy. He was a remarkable student whose influence was great upon those who associated with him, but he was not a financier. It was during his administration that 20 acres of valuable college property

served continually during the time when the school has been growing from a small institution to its present size. No one can over-estimate the enormous service which he has given to the college and no one can forget that during his presidency he has been a vital factor in the development of the city of Appleton.

That Lawrence should be known as a college was the wish of Mr. Lawrence. It was made a university by the state in 1849 and again given its title of college in 1908. It was coeducational from its beginning when 35 students registered on the first day, but Mr. Lawrence was not enthusiastic about educating women in colleges. Lawrence and Oberlin colleges were the only ones 75 years ago that attempted to educate them in strict equality. In the early days of the college, the main activities of the college, which has had one or more debating societies ever since its foundation.

College Spends Big Fortune Every Year

IN the mind of the average Appletonian, Lawrence is a place where young people are sent to learn various "ologies" out of books, but few realize the enormous amount of money which is expended in Appleton because of the college. It was estimated by Dr. Samuel Plantz, president of the college, that between \$700,000 and \$800,000 is spent yearly in Appleton through the college itself, the people on its payroll and the students who come to Lawrence to stay for nine months.

Few people know that the annual payroll of Lawrence is more than \$147,000 and that there are more than 50 persons in the employ of the college besides the 64 on the teaching staff. It is a conservative estimate that at least \$125,000 of the salaries paid by the college remains in Appleton and since many of the professors have incomes additional to their salaries from royalties and special activities outside the classroom, it is possible that the amount spent by the employees of the college is more than \$150,000 annually.

COSTS \$332,000 A YEAR

During 1921-1922, the running expenses of the college amounted to \$332,336. Of this, at least \$300,000 was spent among the Appleton trades people who deal in the supplies which the colleges needs for its dormitories and for its various activities. Those who do not come in contact with the administrative work of the college can scarcely believe that there is so much material bought by the college during a year.

It is estimated by Dr. Plantz that it costs the careful students at Lawrence college at least \$550 a year while they are here in school. Of this, the college gets about \$400 in tuition and board and the Appleton tradespeople get the rest. Dr. Plantz then estimates that it is safe to say that there are 1000 students who spend this amount thus adding another \$250,000 to the business budget of Appleton.

CONSERVATIVE FIGURES

When one considers that a large number of students come from small towns where the shopping facilities are poor and that most of them buy their entire wardrobes for the year in this city, \$250,000 is a most conservative estimate of the amount which they spend. A dress, a hat, a coat, shoes and gloves only twice a year would use up a large share of the amount given by Dr. Plantz as typical and leave very little for the many extras which most of the students purchase.

The tax roll of the city indicates that 21 Lawrence professors own their own homes in Appleton. These are all valued at between \$6,000 and \$20,000 apiece. Besides the faculty property, the parents of many of the students come to Appleton to educate their children and buy homes in which to live during that time. It is a fact that few people who come here for that purpose move away when the children are educated.

Another phase of college life which brings money into the coffers of the city is Greek letter activities. It is safe to say that it costs each of the seven fraternities \$2,500 a year to run their houses. Besides running expenses, each of the 17 social Greek letter groups give two large parties a year which probably cost an average

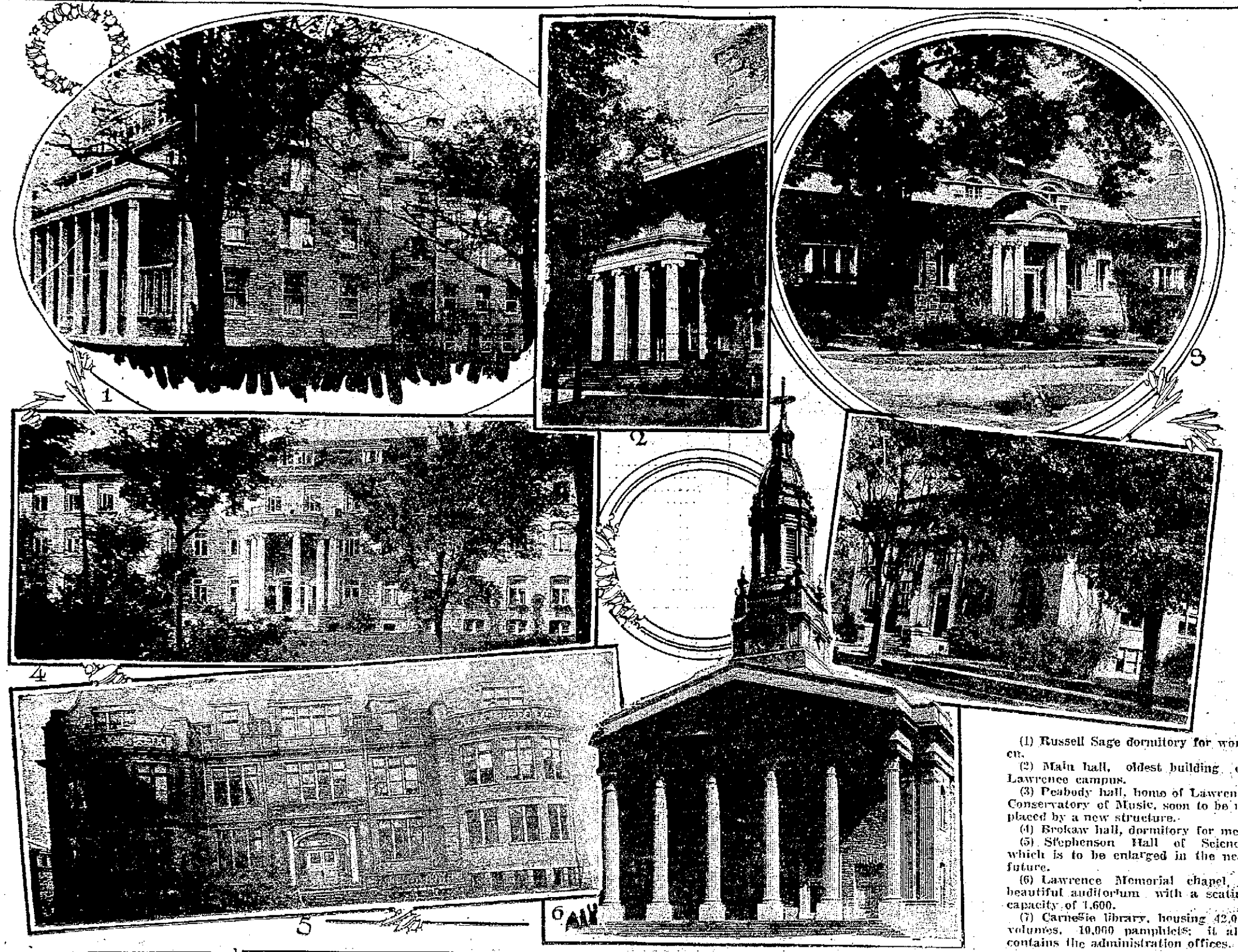
of \$150 a piece, making another sum of \$5,100.

In addition to the money that is spent here annually by Lawrence students and teachers, the college has been the reason for the distribution of hundreds of thousands of dollars to Appleton for erection of its buildings. Lawrence college property now is valued at nearly \$1,000,000 and a considerable portion of that sum was spent here in buying material with which to erect the buildings and in paying the wages of men who built them.

More thousands will be spent in the near future when Lawrence embarks on its building program which is described elsewhere.

It is doubted if there is another institution which has contributed so much to the city's mercantile growth as Lawrence college. More and more money will be spent here as the college increases in size and importance.

GROUP OF LAWRENCE COLLEGE BUILDINGS



(1) Russell Sage dormitory for women.
(2) Main hall, oldest building on Lawrence campus.
(3) Peabody hall, home of Lawrence Conservatory of Music, soon to be replaced by a new structure.
(4) Brokaw hall, dormitory for men.
(5) Stephenson Hall of Science, which is to be enlarged in the near future.
(6) Lawrence Memorial chapel, a beautiful auditorium with a seating capacity of 1,600.
(7) Carnegie library, housing 42,000 volumes, 10,000 pamphlets; it also contains the administration offices.

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LAWRENCE CURRICULUM INCLUDES 299 COURSES

Wide Range Of Study Is Given Here

Lawrence Courses Give Background to Students

IN the first flush of training for the professions by means of technical courses in the various institutions of higher learning in the country, many of the students who wanted specialized courses felt that they were not getting all they wanted by remaining in Appleton. The trustees of the college went cautiously in the technical field and held rigidly to the course of a broad liberal arts training for the Lawrence diploma.

Lawrence college now finds herself offering to her students just such a course as is advocated for college training by the best educators in the country. The city in educating is no longer "Give them courses through which they can earn their living," but rather "Train their minds, give them a broad educational background so that when they take graduate work along technical lines they may have more than a technique." Lawrence, which has always had a splendid reputation for its scholastic work, now offers to any student the opportunity for the broad educational and cultural background which is considered necessary.

MANY ADVANTAGES

Lawrence is so equipped that the students who come to Appleton to study have a great many advantages combined with all the opportunities for friendship and leadership that the smaller institutions develop. Because Appleton is situated as it is, the college has perhaps the best railroad connections of any institution in the state. Lawrence activities are never handicapped because the town cannot be reached.

Because of the many activities developed at Lawrence, a student who comes here has a better chance to develop himself in athletics, in forensics, in journalistic and in many other ways than those who go to places where there are thousands of students. A man or woman at Lawrence may find it possible to be an athlete, a debater or orator, to hold a place on the college paper, to be in the Lawrence choir, the glee club and other musical organizations, to belong to social and honorary Greek letter organizations, to be elected to Phi Beta Kappa, the scholarship fraternity and to take an active life in any of the activities of the school.

HAS HUGE LIBRARY

The Lawrence library has 42,000 volumes and 10,000 pamphlets, there are

LAWRENCE COLLEGE LEADERS



MUCH OF THE SUCCESS OF LAWRENCE COLLEGE IS DUE TO THE TWO MEN PICTURED ABOVE. WILLIAM A. SAMPSON, A. M. (SEATED) WAS THE FIRST PRINCIPAL OF THE ACADEMY AFTER ITS FOUNDING IN 1847. AND DR. SAMUEL PLANTZ HAS BEEN PRESIDENT OF THE COLLEGE SINCE 1891.

good laboratories for every branch of science, including astronomy. Practically every special interest in the college is represented by an active study club, while some of the interests have the best national Greek letter groups to which the young people aspire. Lawrence has chapters of Phi Beta Kappa, American Association of University Women, Tau Kappa Alpha, Pi Delta Epsilon, Theta Sigma Phi and Mortar board. There are other local organizations of the same nature for the different interests.

Besides the honorary Greek letter groups, Lawrence has 17 social and semi-social groups. Phi Mu Epsilon and Sigma Alpha Iota are honorary musical societies with social features. Lawrence has chapters of Kappa Alpha Delta Gamma, Phi Mu, Alpha Delta Pi, Kappa Delta, Zeta Tau Alpha national sororities and Alpha Gamma Rho and Epsilon Alpha Phi, local sororities.

Most of the fraternities at Lawrence are strong local groups although there are chapters of Sigma Phi Epsilon and Phi Kappa Tau, national fraternities. The locals include Theta Phi Beta Sigma Phi, Delta Iota, Delta Sigma Tau, and Phi Kappa Alpha.

SOCIAL ADVANTAGES

Because Lawrence is situated in a larger city than most smaller colleges are there are many social advantages for the students and a large program of lectures and entertainments. Lawrence has always been noted for its opportunities along a religious line. Many recreational facilities are afforded to the students in the city and in the vicinity.

There are specialized courses which prepare the student for entering technical schools and receiving some credit. There are pre-engineering, pre-law, pre-medicine courses while some work is given in preparation for the ministry, social service, journalism, scientific vocations and other professions.

To the student who wishes to gain honors there is offered an opportunity to produce any of 26 scholarships ranging from \$50 a year to the \$1,750 yearly for three years, offered by the Rhodes scholarships. There are 15 yearly prizes offered in forensics, composition, languages and religion. Several perpetual scholarships are still owned by people who bought them from the trustees when this way of raising money was used. Appleton affords as many as 29 ways of earning one's expenses while going to school.

GET DEGREES HERE

It is possible for students to receive a bachelor of arts and bachelor of philosophy degrees and also masters degrees. State teachers certificates are given to Lawrence students who take the required work and a special teachers' agency for finding positions is maintained. No correspondence work is given here.

The courses of study offered in the local college are extensive and inclusive. The recent 1922-23 catalogue shows that 299 courses of study are offered at the present time.

NEW FRATERNAL BUILDING

Plans are being prepared by the Masonic lodge and the Knights of Pythias to build their own homes, both of which will be imposing structures. The Masons have acquired a site near Lawrence college and the Pythians have not quite determined where they will build.

The home office of the Aid Association for Lutherans, the only Lutheran fraternal insurance organization in the country, is located in Appleton. It has just completed a new office building, five stories high, at a cost of \$340,000. The office of the high treasurer of the Catholic Order of Foresters also is located in Appleton. This office handles approximately \$5,000,000 every year. Other fraternal organizations have large memberships in the city.

Appleton is fortunately situated with relation to its industries. While other cities and other sections of the United States were in the throes of depression following the break in prices in the summer of 1920, Appleton went on almost unconcerned. The diversity of its industry and the fact that most of them can be classed as "essentials" results in a stability in employment and in business that was most essential.

GREAT WATERPOWER

Appleton's industrial prosperity is based quite largely on its waterpower. For many years its chief industry was the manufacture of paper, the mills obtaining cheap power from the pulpwood forests reached almost to the edges of the city. Appleton regulated the paper market of the world, but as the forests receded, the manufacturers made paper that required less wood and more labor and as a consequence very little paper is made here now, the manufacturers specializing in a higher grade of paper and pulp.

Appleton is not entirely dependent upon papermaking, however. It is true that many of its industries are in some way connected with the manufacture of paper, still there are many concerns that have not the remotest relationship to papermaking.

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TOO NEAR LIBRARY

There is one obstacle in placing the new conservatory on the Peabody site, that is its proximity to Carnegie library. Because the practice rooms of the conservatory are used constantly during the day by students practicing piano, voice, violin, organ and hand instruments, it is feared that practice might interfere with college of liberal art students who study in the library. Dr. Plantz feels that it is possible to overcome this difficulty by taking it into consideration when designing the building.

REPLACE OLD BUILDINGS

With the completion of the new building plans, Lawrence will not have any more buildings than she has at the present time, but they will increase the property value of the college several hundred thousand dollars. The new gymnasium will replace the Alexander gymnasium, which was built in 1901, but that place probably will be kept and used for the girls' athletics and gymnastic training. It is possible that the site may be wanted for one of the other buildings, however.

If the conservatory building is erected where Dr. Plantz would like to have it, it will replace Peabody conservatory. The newer part of the building which houses the conservatory now was the gift of George P. Peabody for whom it was named and it is understood that the new building will also be known as Peabody hall. Dr. Plantz feels that it would be fitting to have this hall erected on the site of Mr. Peabody's residence. He is anxious to bring the music building nearer to the college of liberal arts and the dormitories. The present Peabody hall probably will be sold and the money applied on the new home of the conservatory.

WANT MORE INDUSTRIES

Appleton is constantly on the alert for industrial institutions which can be located here to the advantage of the manufacturers and the city. Industries converting into finished products the materials manufactured here are particularly desirable. Large contracting plants will find Appleton well situated for their purposes. They will find an abundance of power, raw material close at hand and a splendid feeling among the laboring men.

Other industries that could advantageously locate here are malleable iron manufacturers, paper board makers, chemical manufacturers, woodware makers, container board factories, aluminum goods makers, automobile accessory makers and brass goods plants.

APPLETON'S CHAMBER OF COMMERCE

Appleton's chamber of commerce, one of the strongest in the state, is constantly negotiating with industries which wish to locate here. The chamber is one of the city's greatest assets. It has just completed a membership campaign which gives it in the neighborhood of 700 members and it has launched upon a program of work which is bound to have a most excellent effect on the city.

EASILY ACCESSIBLE

A network of railroads, electric lines and automobile transportation routes makes Appleton very easily accessible. The city is served by three railroads, the Chicago and Northwestern of which two divisions pass through here, the Soo line and the Chicago, Milwaukee and St. Paul. These railroads schedule about 40 trains in and out of Appleton every day. Appleton is considered a very important railroad center and has extensive switching yards.

INTERESTING COMMUNICATION

Inter-city communication is pro-

\$500,000 Involved In Lawrence Plans For New Buildings

4 New Structures to Be Erected on Campus

LARGE as Lawrence college now is, it expects to erect at least four new buildings within the next five years and to enlarge one or two of the present structures. They are becoming increasingly necessary as the college grows. If the present rate of increase in enrollment continues even more new buildings will be required soon, Dr. Samuel Plantz, president of the college said. The new buildings probably will cost considerably more than a half million dollars.

The first building Dr. Plantz mentioned was the gymnasium for which a campaign for \$150,000 and a \$50,000 endowment fund is already under way. As soon as that building is made a certainty, the attention of the financial department of the college will be turned to new quarters for Lawrence Conservatory of Music and to an addition to Stephenson Hall of Science. A new recitation hall is needed and another dormitory for girls. Although there is no present need for expansion of the Carnegie library, it is possible that within a few years wings will be built on the north and south ends of that building.

MIGHT ENLARGE LIBRARY

Should the addition be built on the science building, it is possible another addition to Carnegie library would relieve congestion in class rooms for a short time. The Lawrence library which was the gift of Andrew Carnegie in 1905 was designed from the original Carnegie library in Washington, but the two wings of the building, which were included in the original plan, were not required in 1905 and consequently were not erected. With a wing built at the north and south sides of the library, additional classrooms would be furnished which in time will be occupied entirely by the library.

WHEN IT WAS SUGGESTED TO DR. PLANTZ THAT THE SOCIETIES OF THE COLLEGE HAVE WANTED TO OWN THEIR OWN HOUSES IN WHICH THEIR ACTIVE MEMBERS COULD LIVE AND IF THEY WERE ALLOWED TO BUILD HOUSES IT WOULD DO AWAY WITH THE NEED OF ANOTHER GUY'S DORMITORY, THE PRESIDENT SAID THAT THE MATTER TESTED WITH THE DEVELOPMENT OF THE COLLEGE. AS LONG AS LAWRENCE REMAINS SMALL ENOUGH SO THAT ONE DEAN OF WOMEN CAN TAKE CHARGE OF ALL THE GIRLS THERE WILL BE NO SURETY HOUSES, DR. PLANTZ SAID. IT IS HIS OPINION, HOWEVER, THAT WHEN ONE DEAN IS NO LONGER ABLE TO BECOME PERSONALLY AC-

QUANTUM WITH ALL THE GIRLS WHO LIVE IN THE DORMITORIES, THE DORMITORY SYSTEM THEN LOSES ITS VALUE.

FIRST BUILDING IN 1869

Some idea of the growth of the college may be gained from the dates of erection of the buildings already included on the campus. The first building was erected in 1849, but this was destroyed by fire in 1853. Main hall is the oldest building on the campus and was erected in 1853. It was not until 1881 that a house was erected for the president and this was followed eight years later by Ormsby hall which was built in 1889 and enlarged in 1906.

IN THE EARLY YEARS OF THE COLLEGE, THE GROWTH WAS SLOW, BUT IT IN-

CREASED RAPIDLY AFTER 1900 AND WITH INCREASING FREQUENCY BUILDINGS WERE ADDED UNTIL 1918. FOR FOUR YEARS NO NEW BUILDINGS HAVE BEEN ADDED AND DURING THAT TIME, AN UNUSUAL INCREASE IN THE STUDENT BODY HAS OCCURRED. CONSEQUENTLY, THE PRESENT NEEDS OF THE SCHOOL ARE IMPERATIVE AND POINT TO THE IMMEDIATE CARrying OUT OF THE PLANS OUTLINED.

LIBRARY IN 1905

The observatory was built in 1892 and was followed six years later by Stephenson hall of Science in 1898. Alexander gymnasium was the first of the twentieth century buildings in 1901 and the next real addition to the campus was in 1905 when Carne-

gie library was completed. In the mean time, the house next to Ormsby hall was purchased and became known as Ormsby annex, a girls' dormitory, which is no longer used for that purpose. The heating plant was built in 1905.

THE OLD BUILDING OF LAWRENCE CONSERVATORY OF MUSIC WAS PURCHASED IN 1906 AND PEABODY HALL WAS ERCTED IN 1909. IT WAS FOLLOWED THE NEXT YEAR BY BROKAW HALL. IN 1912, SMITH HOUSE WAS PURCHASED AND IN 1911, PEABODY DORMITORY. RUSSELL SAGE WAS ERCTED IN 1917 AND WAS FOLLOWED BY LAWRENCE MONUMENTAL CHAPEL IN 1918. THE HOUSE TO THE EAST OF RUSSELL SAGE WAS PURCHASED IN 1920.

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Wisconsin Traction, Light, Heat & Power Co.

What Is a Public Utility?

Two Essential Features:

1. A public utility serves its entire community. The common definition is, "A business affected with a public interest." That is, a public utility, in the popular sense, is a business whose services are intimately related to the welfare, not of a portion, but of the entire community it serves. A grocery store, or a manufacturing plant in Appleton, are not public utilities, because the people who live near them may or may not purchase their product. But gas, electric service, transportation, telegraph and telephone companies, are different in this respect. All the people need their service the public has no option. Moreover, the private store or plant may sell or refuse to sell to any customer, as his patronage is or is not wanted. But a public utility has no option, subject to certain limitations. It must serve equally and equitably all who demand its products.
2. A Public Utility has certain Special Obligations and Privileges, because neither the buyer nor the seller of a public utility product has any option. They must serve each other. It has been found wise and necessary to subject both the utility and the public which it serves to special forms of public control. Especially does the utility have to assume certain obligations and duties. It also enjoys certain compensating privileges and rights.

Special Obligations Which Rest on Public Utilities:

1. It must serve all without favor. Any man, woman or child who complies with such reasonable regulations as may be made by public service companies in the interest of convenience, health and safety, is entitled to service without discrimination.
2. Its charges must be without favor. That is, for identical service, a public utility must charge identical sums. Concessions may be made to large customers for large sales, but the scale of reduced prices must be the same for all. Concessions can not be made to exclusive patrons, as against those who divide their patronage, nor to special kinds of business when the service rendered is the same. Rates may differ where the services rendered involve different costs. Lower rates may be charged for services in units which entail less cost and inconvenience. For example, gas and electric companies sell large consumers more cheaply than small consumers.
3. Its service must be adequate. A private business may sell inferior goods, and may charge for them prices beyond their value. The purchaser, who is not compelled to buy, must assume the risk of his purchase. But a public utility, serving people who must purchase its product, must meet "reasonable standards of efficiency or quality set forth usually by the corporate charter, franchise or statute," or by order of the Utilities Commission. For example, a gas company cannot sell a grade of gas inferior to certain prescribed standards. Electricity must be supplied continuously and in stipulated quantities.

Important Additional Feature:

The primary service of all utilities is to render a service rather than to furnish a commodity. The distinction is important and elemental. A commodity may be manufactured at a uniform rate of production and placed in storage until it can be sold to advantage. For example, shoes, cloth, canned goods. But a service must be sold at the time it is offered or it will become forever useless. For example, street car service or electric light. There is very little possibility of storage in the product of any public utility.

Wisconsin Traction, Light, Heat & Power Co.

65 PER CENT OF APPLETON FAMILIES OWN HOMES

First Warranty Deed In State Sells 1,280 Acres Of Kaukauna Land For Two Barrels Of Rum

First Record In Office Of Register Of Deeds Here Is Treaty Ceding Territory To Indians

LAND transfer records of the history of the Fox river valley are as romantic and interesting as the histories of New England which is scarcely older than this region.

The Pilgrim fathers landed at Plymouth Rock in the year 1620, yet only 14 years later Jean Nicolet paddled the waters of the Fox on a mission for the government of New France, and Wisconsin had for its first sovereign King Louis XIII of France.

Yet while New England preserved its historical records, the Fox River valley had but few records to preserve. Nevertheless, stored away in the dusty vaults of the Outagamie-co register of deeds office, one may find legal documents 100 years old and one even 130 years old, that bring to mind visions of scenic settings fitting for romance.

Among the records of the courthouse, there is that of an old Indian deed in which A. G. Koch, register of deeds, takes particular interest. It is the oldest deed in Wisconsin and attests the sale of about 1,280 acres of land in Kaukauna in 1793 for two barrels of rum. The deed was not recorded, however, until more than 30 years later.

TREATY RECORDED

The very oldest record in the register of deeds office is entered in Volume I of mortgages and is a copy of the treaty entered into on Sept. 23, 1823, at Vernon, N. Y., by the Delaware and Stockbridge Indians the record being about one hundred years old.

The Indian treaty referred to cedes to the Brothertown Indians of New York an equal right in the Stock bridge claim to territory ceded the six nations by the Menominees at Green Bay in 1821 and 1822. The territory took in practically every thing from the Milwaukee river to Escanaba and from Neenah to Lake Michigan, an area of about 5,000,000 acres for which the Brothertowns agreed to pay \$500 down and \$500 within one month, and for joint possession of which with the Menominees and the Six Nations had a year previously agreed to pay \$3,000.

Signatories for the Stockbridge Indians were Chiefs Solomon U. Hendrick, John U. Quincy, Austin Quincy, Thomas F. Hendrick, Benjamin Palmer, Francis Aaron and Sampson Ou Wgh Thommang; those for the Delawares were Chiefs Bartholomew Calvin, Jonathan C. Johnstone, Stephen Calvin, Jeremiah Johnstone and Charles Lansey.

SITES FOR MILLS

Another old instrument recorded in the first book of mortgages is the grant of Menominee property on April 22, 1831, to three whites, Charles A. Grignon, Albert G. Ellis and Robert Irwin, Jr., for the operation of a sawmill and grist mill at Little Chute, in consideration of which the men were to saw all lumber and grind all grain that the Indians required, besides paying them yearly for eight years ten pounds of gun powder, thirty pounds of lead, fifty flints, twenty-five pounds of tobacco, one hundred pipes and two barrels of flour.

The first recorded deed to Outagamie county property in Volume 1 of Deeds is that to the property at Grand Cockalaw, or Kaukauna, claimed by Amiable Nortman of Green Bay and sold to Daniel Curtis of Green Bay. The sale was made on Sept. 25, 1835, for a consideration of \$50. The property contained about a section of land.

On Nov. 15, 1838 Paul Ducharme had recorded a transfer on a one-third interest in a section of land and a one-quarter interest in another section of land at the portage of Grand Kaukauna, which was sold to Judge James D. Doty of Green Bay governor of the territory of Michigan, for \$500.

Probably to support his claim to the title of the property, Ducharme also had recorded the oldest Indian deed on record in Wisconsin whereby two sections of land were acquired by his brother Dominique Ducharme from Tobacco and other Indians in the year 1793 for a consideration of two barrels of rum. Two Kaukauna streets have been named after these men.

RECORDED IN FRENCH

The deed is recorded in French and the signatures of the Indians are given by their signs, pictures of an eagle, a duck, a beaver, a young eagle, etc. The property was first sold by two Indians named The Eagle and Black Tobacco. But since others claimed the property, a further settlement of a few gallons of rum was necessary before they quitclaimed it. Further payments of the same stock to other claimants became necessary. The deed, translated, is as follows:

"In 1793, were present: Wabispine (The Eagle) and Tobacco (Black Tobacco) who have willingly abandoned and released to Dominique Ducharme the land from the portage of Grand Kaukauna to the end of the prairie below, by forty arpens in depth, and on the other side of

posite the said portage four arpens wide and thirty in depth which the grantors are contented and satisfied to release for two barrels of rum, and in witness whereof make their marks. The old Wabispine being blind, the witnesses have made his mark for him. The Eagle, Black Tobacco. Witnesses: C. Hanson, Lambert Macabey.

"But other parties having claimed the portage have also sold their share and give security from all trouble by directing the payment of five gallons of rum, for which they are content and satisfied. In faith of which they make their marks: Young Eagle, The Beaver. Witness: C. Hanson.

"Testified at the portage of Kaukauna in the year of our Lord, 1793, thirty-first day of August, 1797, Aug. 8, for part of the portage, one barrel of rum. In 1798, July 16, to satisfy his sons one barrel of rum. In 1799 to satisfy the differences between themselves, one barrel of rum well mixed. D. Ducharme, The Beaver. Witnesses: Black Tobacco, Wachitte, The Eagle, The Drinker."

REPUDIATED TREATY

When the Menominee Indians repudiated the treaty of 1831 entered into by some of their chiefs and the chiefs of New York Indians, the United States in a treaty on Feb. 8, 1831, acquired from the Menominees a large tract of territory in which all of what is now Outagamie-co was included. Soon thereafter homestead claims were taken in this region. At the same time reservations for the Menominees and the New York Indians were made.

What appears to be one of the earliest recorded transfers of Appleton property is the government patent issued to Walter Newberry on

Aug. 10, 1837, giving him possession of nearly all of the Fourth ward. The grants included three hundred seventy acres in sections 25 and 36 of the lower Fourth and all except about sixty acres of section 35 in the upper Fourth ward and "the flats." The homestead claim was recorded Aug. 31, 1835.

Two other United States government patents were issued the same day to John P. Arndt, for seventy-four acres in section 34, or the west part of Appleton, and to Joshua Hathaway Jr., for about two hundred acres in section 26, or the present Second ward.

EARLY OWNERS NAMED

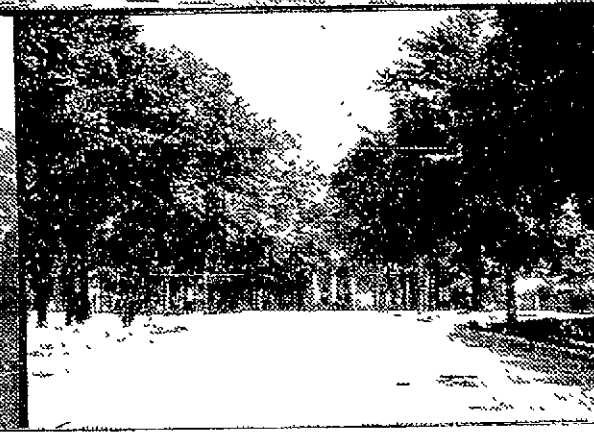
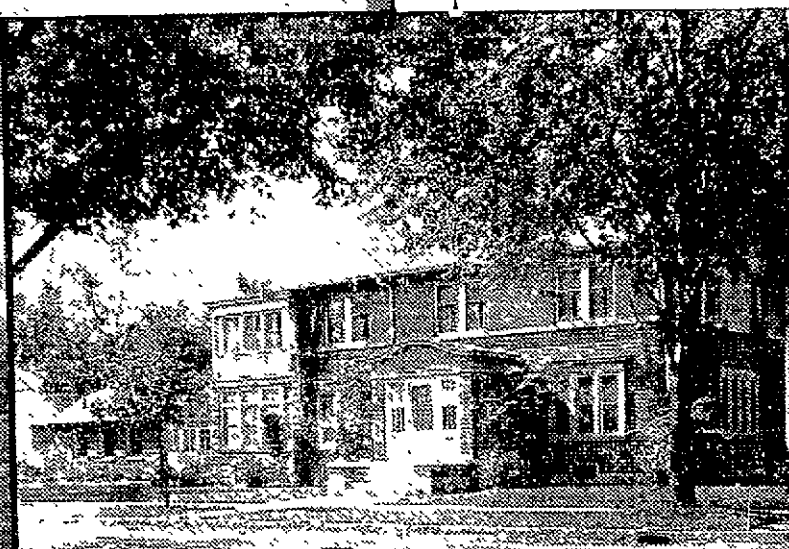
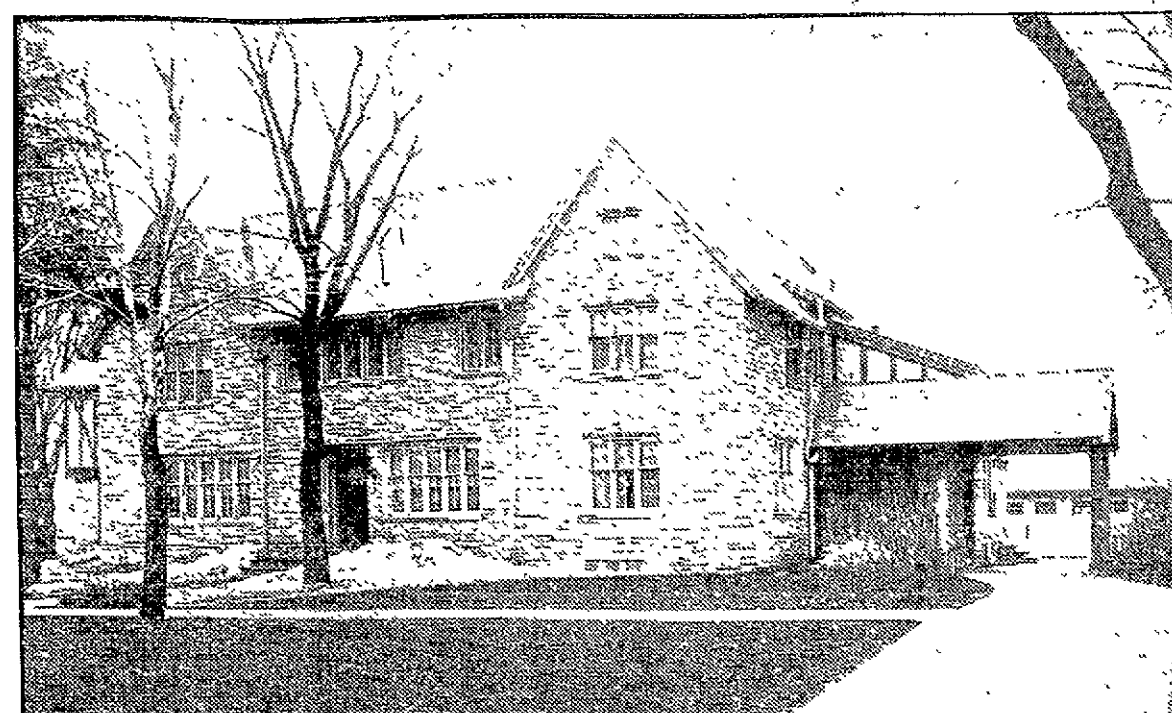
Other early landowners in the Appleton plat were George W. Lawe, John F. Meade, Alexander J. Irwin, William H. Sampson, Newman Blood, Asa B. Randall and James Blood. Although Hippolytus Grignon is conceded to be the first settler in Appleton, he having built a log house here in 1835, that was used as a trading post. Section 23, or what is now the Sixth ward, was transferred by the federal government to the state in 1849, after which state grants were issued.

It will be noted from the records that settlements sprang up in three different sections of the present city of Appleton, and which eventually became known as the Appleton Laweburgh and Grand Chute plats. The oldest maps of these three plats are on file in the vault of the Outagamie Loan & Title Co., to which the writer of this article is indebted for much of this information.

RENAMED STREET

The first plat, the town of Appleton, embraced one hundred and ninety-one acres in section 26 and that part of section 35 that lies north

A FEW OF THE FINE HOMES THAT
LINE APPLETON STREETS



Million Dollars Is Spent For Homes In City Last Year

Ambition Of Every Family In Appleton Is To Own Its Own Home -- City Helps In Development

FEW cities in the United States can boast so large a proportion of homeowners as Appleton. Recent surveys indicated that 3,100 families here own the homes in which they live. Appleton has approximately 4,800 residences and about 65 per cent of them are owned by the people who live in them. The number of homes is increasing rapidly. In 1922, 211 residences were built

here and it is probable this number will be exceeded this year. Home owning is becoming a passion in Appleton. It is the ambition of every family here to own the roof over its head, and two organizations are assisting them in realizing their dreams.

LOAN \$50,000 ON HOMES

The Appleton Building and Loan association probably is the most potent factor in stimulating home owning and home building. This association has an authorized capital of \$50,000 but only a relatively small proportion of its stock has been sold. Last year the association loaned \$50,000 to home builders who purchased and erected residences aggregating about \$150,000 in value. The vast majority of persons assured by the association build new homes. This year it is the ambition of the building and loan association to loan \$100,000 to prospective home owners. This will mean the erection of at least \$250,000 worth of homes.

Appleton State bank also provides assistance to a large number of persons who wish to acquire their own residence property.

MEDIUM SIZED HOMES

The vast majority of Appleton homes are substantial in size and construction. Six and seven room houses are the most popular. People go in for attractive, yet not gaudy homes. Appleton has a number of fine, large homes which are a credit to the city. More of these splendid buildings are being erected every year. College-ave, Green Bay-st, Union-st, North-st, and Prospect-ave have the largest number of large and beautiful residences.

Real estate dealers declare there is a possibility of erecting more than 2,000 new homes in the already developed sections of Appleton and in sections that still are to be served several thousand more homes can be built. With the building of the Cherry-st bridge in the near future, a new section, most desirable for pretentious homes, will be open for development.

The city administration is pursuing a far sighted policy of providing sewer and water as rapidly as new sections of the city show signs of development, thereby constantly increasing the number of lots available for home building. More than \$50,000 worth of sewers were built in 1922, largely in territory that is being developed for residence purposes.

**G. W. JONES
LUMBER COMPANY**
APPLETON, WIS.

MANUFACTURERS and WHOLESALE DEALERS
In All Kinds of
**Northern and Southern
Hardwood and Hemlock Lumber**

Mills Located at
WABENO, WIS. TENDAL, LA.

Wholesale Offices at
Appleton, Wis., and Lumber Exchange Bldg. Chicago

**Riverside Fibre
and Paper Co.**

Manufacturers
**Sulphite Bonds,
Ledgers and
Writings**

APPLETON, WISCONSIN

CHAMBER OF COMMERCE IS APPLETON BOOSTER

Civic Club Unites Efforts Of Appleton People To Realize Fullest Possibilities Of City

Broad Ideals And Large Membership Of Civic Organization Gives It Great Powers For Good

An organization to unite the common efforts and the common faith in Appleton for a fuller realization of its inviting possibilities expresses in a few words the purpose and the reason for one of the city's liveliest, and most useful associations—the Appleton Chamber of Commerce. Organized three years ago in a burst of enthusiasm for the purpose of making Appleton a better city in which to live, it settled down to an existence of usefulness filling a great need in a city which wanted to progress but had no place from which to make a start. The Appleton Chamber of Commerce ranks among the largest organizations of its kind in cities of 25,000 or less in the United States. Like all organizations of its kind, it has its critics and its difficulties but in the three years of its existence, the Appleton chamber has made a commendable record of accomplishment.

The present chamber of commerce is not the first organization of its kind in Appleton. As far back as in the early sixties the business men of struggling little Appleton realized the need for community effort and organized the first commercial club. It had a short life and passed away, to be followed in a few years by another and similar organization. The history of commercial societies in Appleton is the same as the history of similar organizations in other cities. They were organized, existed for a time and died away because of lack of interest or lack of accomplishment.

NEED REALIZED HERE
Early in 1920 there came a realization that Appleton's progress was retarded because it lacked an organization of public spirited citizens who were willing to work for their city. On March 11 of that year a preliminary meeting was held and it was decided to form a chamber and March 23 was selected as the date for launching it. On that date a roving banquet was held and before the program was concluded, 612 memberships were secured. This number was rapidly increased to 715 and the chamber was underway.

William C. Wing, president of the Fox River Paper Co., was elected first president and Hugh G. Corbett was selected as executive secretary. Mr. Corbett came here from Champaign, Ill. Soon after, Miss Mable Sibley was elected assistant secretary and quarters were engaged in the Sherman house.

GRAEF ELECTED
At the expiration of Mr. Wing's term, Lothar G. Graef was elected to succeed him and Mr. Graef the next year was re-elected. At the expiration of his second term he declined to stand for reelection and a successor was named at the annual meeting on the second Monday of April this year.

The first memberships in the chamber expired on March 31, 1923 and the American City Bureau was brought here to conduct a membership campaign which resulted in securing in the neighborhood of 700 memberships. Chamber of commerce officers are well pleased with this showing inasmuch as it is the history of most organizations that there is a decided falling off in the number of memberships at the expiration of the first three years. In Appleton however, the memberships total about as much as at the start. There is an improvement also in that the membership

now includes a considerably larger number of individuals than at the start. In 1920 the 700 memberships were owned by about 300 individuals and corporations; now the 700 memberships represent about 450 individuals.

MEMBERS MAKE PROGRAM
Activities of the chamber of commerce are determined by the members themselves. They are given every opportunity to express their desire for what the chamber should do for them and for their city. The first three years of its existence, the chamber sent questionnaires to all its members asking them to state what they believed the chamber could best do for them and what they believed the chamber should do for their city. The replies were tabulated and submitted to committees which recommended major activities and these latter were submitted to the board of directors which made up the year's program.

HOLD GROUP MEETINGS
This year the wishes of the members are ascertained by group meetings. Every member of the chamber is given opportunities to attend meetings of small groups at which they are asked to state their references for chamber activities. From these expressions the program is made up. The kind of work which most members desired is taken up first. As each problem is considered the persons who indicated an interest in it are called together for consultation, and committees are named from these "interest groups." In that way the chamber's work is conducted by men who have an active interest in the things the chamber is trying to accomplish.

It was stated earlier in this article that Appleton has had many commercial organizations which flourished for a while and then withered away. There was a reason for their failure and the reason was largely that the organizations were too commercial in nature. They were formed to bring in business here to boom business for the merchants without much consideration for the development of the community from a civic standpoint. Their vision was too narrow to exist long and when they failed to accomplish the industrial dreams of the people they foundered.

BROADER IDEALS
The Appleton Chamber of Commerce has broader ideals. It wants the city

CHAMBER OF COMMERCE AT WORK



THREE PERSONS ARE REGULARLY EMPLOYED BY THE APPLETON CHAMBER OF COMMERCE. IN THE FOREGROUND IS MISS MABLE SIBLEY, ASSISTANT SECRETARY, MANAGING SECRETARY HUGH G. CORBETT IS AT HIS DESK AND IN THE BACKGROUND IS MILDRED HUTCHINSON, MANAGER OF THE MERCHANTS' INFORMATION BUREAU.

to grow industrially but it also seeks its development in other ways. The chamber of commerce cannot be considered as a "factory grabbing" organization. It rather is a community development society.

Much of the time of the chamber's officers and committees is devoted to industrial expansion of the city. Dozens of inquiries are received every month from concerns that seek offers to locate here. Every inquiry is carefully and scientifically investigated so that when a recommendation is made the chamber will be reasonably sure of its ground. The investigation goes into the history of the concern and into the history of the men in it and these investigations thus far have shown that very few substantial industries which will benefit the city want to move. By far the largest number of inquiries come from concerns that are stock selling propositions or unsuccessful through faults of their own.

These investigations have resulted in saving thousands of dollars to investors and businessmen in Appleton by keeping out undesirable institutions.

GROWTH IS COMING

There is a probability, however, that the next three years will see an industrial growth of Appleton through the chamber of commerce. In the last three years it has been the policy of going concerns to contract rather than expand but now they are seeking larger fields, and Appleton, with its many advantages, is reasonably sure of benefiting from this policy of expansion.

The chamber of commerce is particularly proud of the part it played in securing a city plan for Appleton. This one accomplishment has justified the existence of the chamber, its officers believe. Three years ago, when the first program of work was outlined, there was a large demand for a city plan. The chamber adopted it as one of its major activities and secured Leonard S. Smith, later the city's planner, to discuss city planning at a member forum. The common council and the mayor were invited to this meeting. Mr. Smith presented the matter so well that the council was "sold" on the idea and the chamber proceeded to "sell" the people. It employed Mr. Smith to speak in all the

schools on city planning and the result was that people were enthusiastic for it and appointment of a planning commission resulted. "This commission, assisted by Mr. Smith, prepared the city plan and wrote a zoning ordinance which establishes districts for various kinds of buildings and businesses. As a result of this plan and ordinance, Appleton is assured of growth along systematic lines."

DID MANY THINGS

To describe all that the chamber of commerce has done for Appleton would take columns of space. It has given the city wide publicity, made it the tourist center of Wisconsin, secured reductions in freight rates on coal, saving thousands of dollars to the city, was instrumental in improving mail, train and telegraphic service, established a merchants' information bureau which enables strangers to establish a credit and the merchant to know whether credit should be extended, assisted in regulation of automobile busses, assisted in procuring more parks for Appleton, labored for the Great Lakes-St. Lawrence waterway; assisted in bringing numerous conventions here and in entertaining the delegates; advised the

First Papermill In Valley Built In 1853

Papernaking in the Fox river valley is almost as old as the improvement of the valley itself. Following closely upon the heels of the fur trading days and developing side by side with the lumber industry, it ranks among the oldest industries in the northwest. The paper mills practically grew up with Appleton and made it largely what it is today. Appleton is the home of the first paper mill of the Fox River valley and still holds its

place as the center of the paper making industry in the west. Seven years after the first Wisconsin paper mill was built, which was at Milwaukee, and five years after the territory of Wisconsin became a state the first paper mill of the Fox River valley located in the year 1853 on the waterpower of the present lower Fourth ward of Appleton.

BEGAN IN 1856
It was the Richmond Brothers mill, sometimes called the Appleton Paper mills, and was located on the west end of the lower dam of the Fox River in Appleton, near where the Interlake Pulp and Paper company is now. Brothers G. N., C. P. and T. Richmond were the proprietors. It was quite a small building, compared with those existing in Appleton the present day.

The mill began operation in 1856 and made a coarse, yellow wrapping paper with greasy spots, such as is used by butchers. Much of the products was handled by team for a distance of 100 miles for disposal to merchants. By November of the first year the mill had so many orders that it was running day and night and was unable to meet the demands of the surrounding country.

The Appleton Crescent which began publication the year previous, wanted to patronize the home industry, but found the paper unsuitable and was therefore compelled to get its supply elsewhere. It urged the local mill to improve the paper for print use, which the mill agreed to do.

Later in April of the year 1855 the newspaper was able to report that the paper was considerably improved, although the surface was somewhat rough.

BURNED IN 1859

A misfortune struck the mill in March, 1859 when it was burned to the ground in the largest fire that had ever visited this city in the years of its existence and which destroyed about 10 mills and factories.

But after three or four months a new four story paper mill was again under construction. Both wrapping and print paper was manufactured from 1859. The business increased from \$30,000 in 1861 to \$75,000 in 1864.

The mill later passed out of the Richmond Brothers hands. New mills making pulp paper were located here in 1877. Among these were Bradner, Smith and company and Ames Wood Pulp company. Ten years later the Kimberly-Clark company built mills here.

From Forest to FINISHED LUMBER AND MILLWORK

Is the service offered by this company, which operates its own sawmill, planingmill, sash and door factory and retail lumber yard. Permit us to say our whole operation is built along lines calculated to give service, whether you build a home, barn, chicken coop or merely make repairs.

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Manufacturers, Wholesalers and Retailers of Lumber Products

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APPLETON HAS THREE MILITARY ORGANIZATIONS

Background Of Great Service By City's Soldiers Inspires Deep Loyalty To Nation Here

Machine Gun Company, Military Band And Officers' Reserve Corps Ready For Emergency

THIS city is the seat of three military organizations, two of which are active on a peace basis. The other is partially organized and is subject to call in times of national emergencies. They are the local armed unit of the Wisconsin National guard, the regimental band of the militia and the Officers' Reserve Corps.

The local military company, since the reorganization of the Wisconsin National guard after the World war, is known as Company D, machine gun company, 127th Infantry. From its first inception until the World war it was known as Company G. During the war it was Company A, 150th Machine Gun battalion, Rainbow or 12nd division.

ORGANIZED IN 1881

Company G was organized here in July 1881 under the direction of Colonel Samuel Ryan, Jr., judge advocate. It was attached to the Second Wisconsin regiment. Its first officers were J. H. Marston, captain; H. C. Sloan, first lieutenant; D. C. Favre, second lieutenant; Dr. J. T. Reeve, surgeon; Roy J. B. Andrews, chaplain. Drilling took place in the old armory, now dismantled to give place to the proposed Masonic temple.

Seventeen years after its organization, the company had its first war experience when it was called out on April 28, 1898, for service in the Spanish-American war. The officers were Capt. Hugh F. Pomeroy, and Lieutenants Maurice S. Peerenboom and William H. Zuehlke.

The guardsmen were again called out in another national emergency for service on the Mexican border in June, 1916. The men entrained June 23 and did not return until Feb. 28 the next year. The officers of Company G were Lt. Col. Grief, captain; Frederick Hoffman, first lieutenant; Waldo Rosebush, second lieutenant. Other local officers to serve with the guard were: Maj. H. J. Pomeroy, in command of the Second Battalion,

Maj. James R. Scott, medical section; Capt. Byron Beveridge, regimental adjutant; Lieut. W. N. Moore, medical section; Lieutenants George Merkel and John M. West, battalion adjutants.

DISTINGUISHED SERVICE

Its first real test was experienced by the local guardsman in the World war in which it distinguished itself in many a battle in France, while attached to the famous Rainbow division. Several members lost their lives in the service and many others were wounded. Those who led the company in battle were Maj. Lothar Grief and Lieutenants L. Hugo Keller, Alton B. Ellis, August A. Arens and William Crawhall.

With the reorganization of the company after the war, its status was also changed. From being a rifle company it became what it was in the war, a machine gun company. Since 1881 hundreds of Appleton residents have received training in the company that has been of lasting benefit to them. Its former members are numbered among the leading citizens of the community and state.

65 IN COMPANY

Company D now has 65 members enrolled, drills every Monday evening at the armory and has the benefit of two weeks' training at Camp Douglas every summer. Local officers are Frederick W. Hoffman, battalion major; Icaux Miller, captain; Erwin Grundeman, first lieutenant; Cloyd Schroeder, second lieutenant.

The other National Guard unit that has brought fame to Appleton is its musical organization. It was organized in May, 1918, from 25 leading musicians as the Ninth regimental band of the state guard with F. H. Jebe, director. It had a prominent part in the various Liberty Loan drives.

It is now attached to the Wisconsin National guard and known officially as the band section, service battery, 121st Field Artillery. It has been pronounced one of the best bands in the middle west. It won the highest possi-

ble praise from army officers while at Camp Custer last summer.

GET U. S. AID

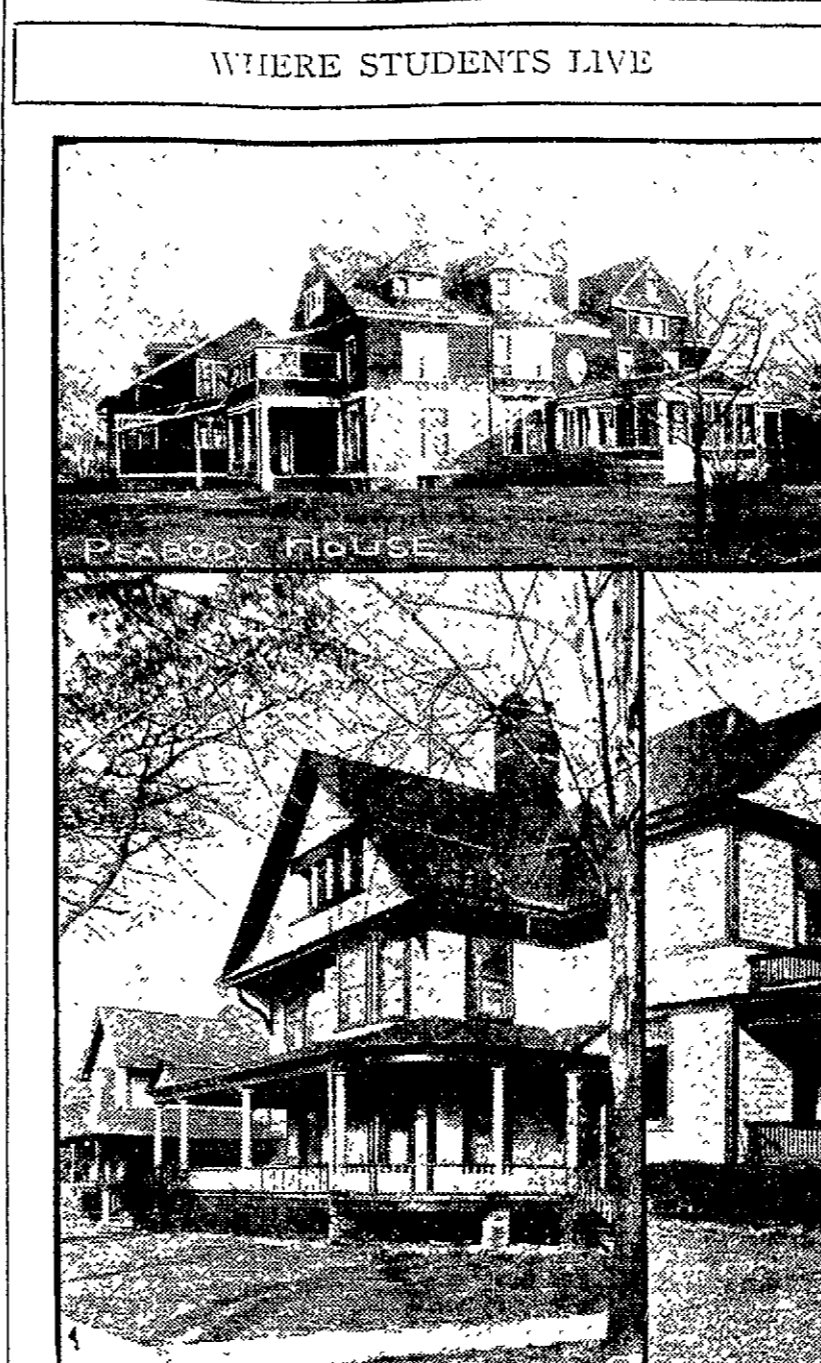
Eric D. Lindberg is commanding officer of the organization with rank of second lieutenant. He is personally responsible for the military affairs of the company. Professor Percy Fullinwider of Lawrence Conservatory of Music is the musical director.

Financial support of the company is derived from the federal government and the city council, the latter appropriating \$2,000 yearly. Business administration of the band is conducted by a board consisting of Stephen C. Rosebush, president and treasurer, William Steenis, vice president, and Henry Gleisner, secretary. The personnel of the company is as follows:

Mike Steinbauer, drum major; William Steenis, French horn; Arnold Gmeiner, cornet; Ellery Woodis, cornet; Anson Bauer, baritone; Hugh Brinkman, cornet; Edward Ellis, trombone; S. C. Rosebush, baritone; Edwin Seeling, cornet; Gustave Boehner of Kaukauna, trombone; Arthur Demand, trombone; J. Darrow, bass; Orin Defferding, snare drums; Anton Fischer, clarinet; Henry Gleisner, bass; Edward Hoffman, French horn; George Klein, clarinet; Louis Lettman, clarinet; Glenn Pelton, flute and piccolo; James Perle, cornet; Gustave Seeger, bass; George Steenis, cornet; Harry Tondreau, tenor saxophone; Erwin Waddig of Menasha, bass; Joseph Wettengel, bass drum and cymbals; Frank Kraus, alto saxophone; Carl Schiebler, French horn; John B. Schiebler, clarinet; Edward Steenis, cornet; Arnold Schmalz of Menasha, trombone; William Taber, clarinet; Arnold Luaders, trombone; Alexander Casadonit of Milwaukee, clarinet; Norman Zunker of Harford, flute and piccolo; Cecil Fumlinger, clarinet; Roman Wettstein, saxophone.

An officers' Reserve corps is in process of organization in this community from former army officers. This corps is a source from which officers are drawn in time of war. Officers are grouped according to company, regiment and division, just like in the army, but without the private soldiers and non commissioned officers.

Appleton district is a part of the 101st or Wisconsin division. The state is divided into four districts with one regiment for each. They are the 401st, 402nd, 403rd and 404th Infantry. District headquarters of the 402nd Infantry are at Appleton with Major



LAWRENCE COLLEGE HAS MADE EXCELLENT PROVISIONS FOR PROVIDING FOR ITS STUDENTS. THE TOP PICTURE SHOWS PEABODY HOUSE, A DORMITORY FOR GIRLS; LOWER LEFT IS THETA PHI FRATERNITY HOUSE AND LOWER RIGHT IS DELTA IOTA FRATERNITY HOME.

Albert Tucker in charge. The regiment is composed of a headquarters company, service company, howitzer company, three battalions with a headquarters company and four other companies for each, and also a medical detachment.

Among Appleton officers thus far assigned to companies is Francis S.

Bradford, Jr., first lieutenant of the regimental headquarters company. Second lieutenant of the company is Arno H. Hahn, Brillion. The captain is not yet assigned. Alfred S. Bradford of Appleton is first lieutenant of Company C, Second battalion, while Harold V. Olk, Clintonville, and Ar-

Appleton Changed Its Form Of Government 4 Times In 75 Years

APPLETON politics have, since this locality became a corporate entity, had a varied course. Sometimes the political minority made no fight at all in elections. Sometimes a party was so unseated it could not be shaken for years. At other times the city made spectacular changes from one party to the other.

But passing political fads, such as

the Grangers, Greenbacks, Prohibitionists, Social Democrats, Free Silver Advocates, never cut much of a figure here. It may be surprising to some young Republicans, that the Grand Old Party in years gone by had great difficulty in electing a candidate. Before the Civil war and after it, both county and city were Democrat strongholds. Yet although the county voted against Lincoln both times, the city gave him a majority twice. The only Republican presidential candidate to carry the city after that was McKinley. And then it remained a Republican city except in Wilson's first campaign.

OFFICERS WERE DEMOCRATS
The first village and city officers were Democrats, although Republicans later slipped in at times. Appleton was incorporated as a village in 1853 or five years after it was settled, and elected the following officers: John P. Johnston, president; James W. Rhinney, clerk; J. M. Eggleston, treasurer; James Gilmore, assessor; Daniel Huntley, marshal; A. W. Bowen, C. E. Bements, Samuel Ryan, Jr., George Lanphear, W. H. Sampson and Walt Cross, trustees.

With the growth of the village in population it was incorporated as a city in 1857. The first city officers were: Amos Story, mayor; Fred Packard, clerk; Anson Ballard, attorney; C. E. Bennett, treasurer; James Gilmore, assessor; Daniel Huntley, marshal; Chauncey D. Foote, surveyor; Jackson Tibbitts, street commissioner; Aldermen W. H. Sampson and J. C. Brownell, first ward; R. C. Full and E. C. Goff, second ward; B. F. Perry and D. H. Bowen, third ward.

Before Appleton was a village the entire town of Grand Chute polled no more than 51 votes in 1849. In the year of the village incorporation the total vote was 178 votes. But in the year 1858 Appleton polled 475 votes. In 1871 the vote was 739. The commission government election in 1911 rolled up 2,938 votes. The vote at the municipal election in 1923 was more than 6,000.

UNITED IN 1881

For the first time in the city's history there was peace between the local political parties in 1881. Only one general ticket was submitted. The Democrats nominated all the old officers and the Republicans endorsed this action. This was in the days before municipal elections were non-partisan.

The three village presidents Appleton had between 1853 and 1877 were J. J. Johnston, (two terms), Rolla A. Law and J. S. Buck.

Amos Story was the first mayor of

Appleton and held the office two years. In his inaugural message to the common council he touched upon the following subjects: Roads, sewers, reservoirs, fire protection, cemetery, public grounds, railroads and licensing the sale of liquor.

The first Republican mayor was Story's successor, Alvin Foster. The mayors who held the longest terms were G. N. Richmond, seven years; David Hammel, six years; J. C. Canavan, five years; J. A. Hawes, four years. The mayors and the years they served are: Amos Story, 1857-58; Alvin Foster, 1859; R. R. Bateman, 1860-61, 1867; William Johnston, 1862-64; J. Z. Mason, 1865; James Gilmore, 1866; G. N. Richmond, 1868-69, 1871, 1882-86; A. L. Smith, 1870; D. C. Goff, 1872; S. R. Willy, 1873-74; Peter Esselburn, 1875; J. E. Harriman, 1876; J. H. Marston, 1877, 1882; James Ryan, 1878; O. W. Clark, 1879; Humphrey Pierce, 1880-81, 1892; Rusli Winslow, 1887-88, 1892; A. H. Lockings, 1889-91; Peter Thom, 1891-96; Herman Erb, Jr., 1879-93; David Hammel, 1900-03, 1906-07; Frank W. Harriman 1904-05; B. C. Wolter, 1908-09; J. C. Canavan, 1910-14; August Kauppel, 1915-16; John Faville, 1917; J. A. Hawes, 1918-1921; Henry Reiter, 1922.

OPPOSED NEGRO SUFFRAGE

Among the special elections of interest held is one on negro suffrage which the city opposed in 1887 by a vote of 139 to 120.

The city's quarrel with the waterworks interests began in the eighties at the time it was operated by the Wiley Construction company. In 1881 the people in a special election defeated a waterworks referendum by 582 to 560. But in March, 1904, declared for municipal ownership by the overwhelming majority of 1,568 to 44. In a special election in August, 1910, the people voted to buy the Appleton waterworks by a vote of 1,207 to 70.

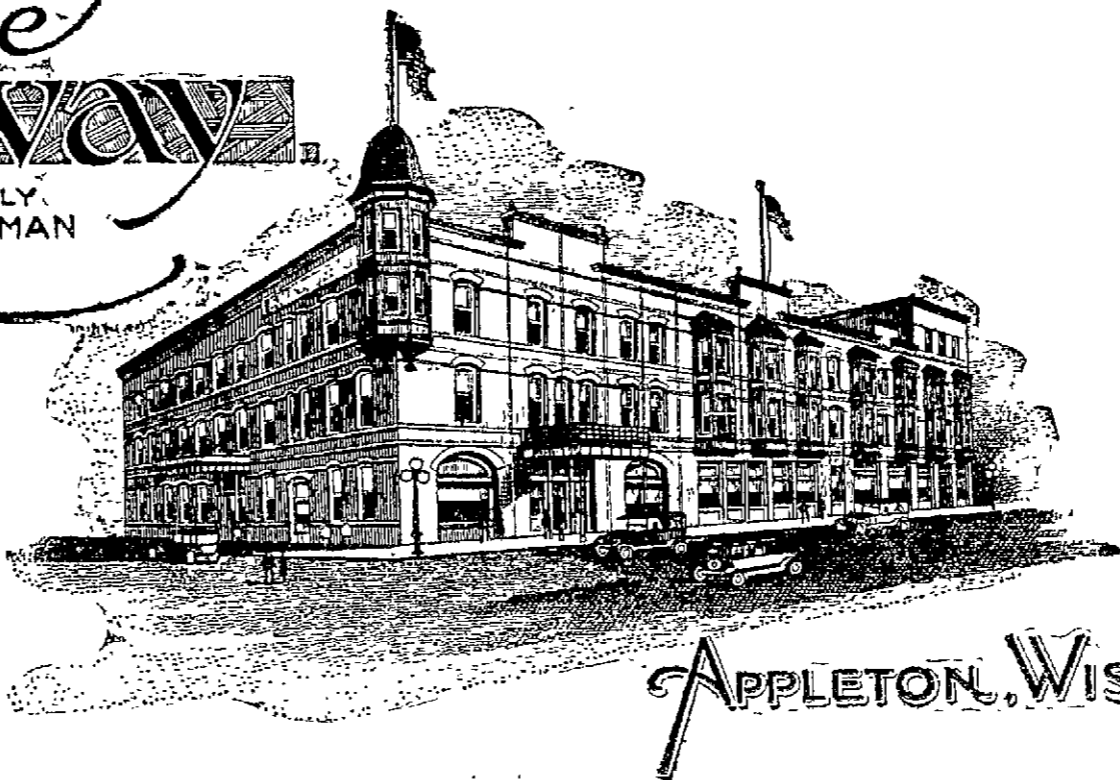
The people became dissatisfied in 1911 with the management of the government and therefore, for efficiency's sake voted to assume the commission form of government. The officers were J. V. Canavan, mayor, John Goodland, Jr., and Eugene Schueler, commissioners. In 1913 H. W. Tuttrup succeeded Schueler and in 1915 August Gerlach succeeded Goodland.

Although this form of government was considered a success by reason of reducing taxation, agitators who were dissatisfied with the men in power succeeded in persuading the people to vote for a return of the aldermanic government in 1918.

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Coffee Shop and Soda Grill Most Popular Quick-Service Place to Eat in Appleton, Open 6 A.M.-Midnight.

The CONWAY
FORMERLY THE SHERMAN



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Famous as Convention Headquarters.

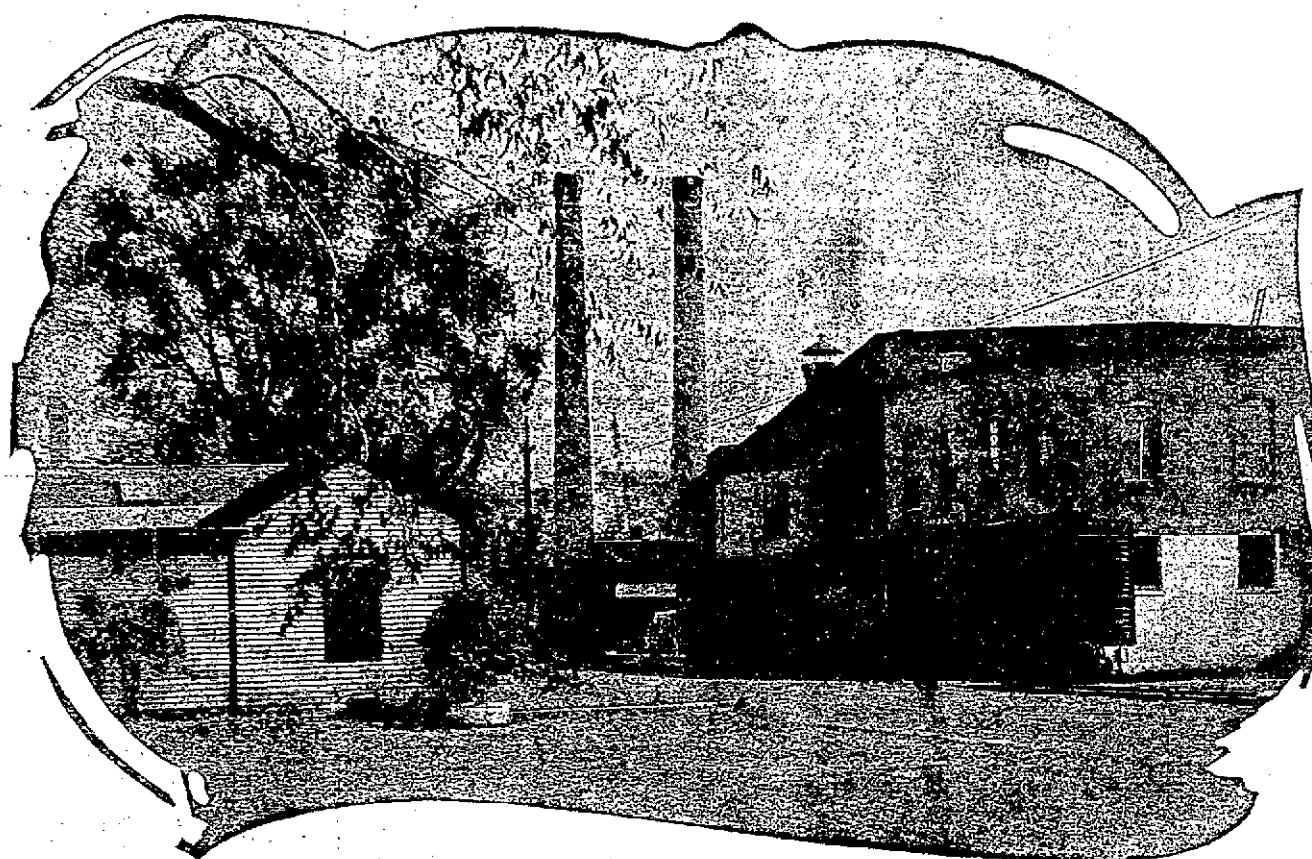
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APPLETON, WISCONSIN



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All Pages of this Edition of the Post-Crescent, except the illustrated coated section, are Printed on Patten's X Grade Newsprint.



CHURCH PROPERTY IN APPLETON WORTH \$1,200,000

Church Membership Here Includes 80 Per Cent Of People

Fifteen Religious Denominations In Appleton Are Represented By 24 Congregations

APPLETON is a desirable location because of its various church advantages. For years this city has been characterized as a city of churches. Nearly all of the larger denominations are represented here by congregations with church homes.

There are in the city of Appleton no fewer than 24 congregations. They are affiliated with 15 denominations, namely: Catholic, Lutheran, Methodist, Congregational, Presbyterian, Episcopal, Baptist, Reformed, Evangelical, Evangelical Association, Christian Science, Jewish, besides the Salvation Army, Christian Assembly and Assembly of God.

The Roman Catholic faith is represented here by three large congregations, each possessing a large amount of property, such as churches, schools, halls, convent, monastery. Both the Orthodox and Reformed Jews have congregations and synagog buildings. There is a large Methodist Episcopal church, pioneer of all churches in Appleton, and a German Methodist church. The Lutherans maintain six churches, two of them having parochial schools, and three of the churches using the English language exclusively. The other denominations have flourishing congregations here some of which are among the largest of their denomination in the state.

RELIGIOUS POPULATION
Pleasantly endowed with churches, Appleton has a predominantly religious population. Appleton's population was in 1920 listed as 15,551. A conservative estimate of the present inhabitants, considering the exceptionally large number of homes erected in the last two years, places the population at about 22,000. A church survey taken last month shows that approximately 18,000 persons are identified with Appleton churches, which would indicate that about 8 of every 10 persons are churchgoing folk in this city.

Should a religious census be taken of Appleton, it would probably reveal the following percentage of denominations: Catholic, 32 per cent, Lutheran, 21 per cent, Congregational 11 per cent, Methodist, 9 per cent, Evangelical Association, 4 per cent, Presbyterian, 3 1/2 per cent, Episcopal, 2 per cent, Baptist, 1 1/2 per cent, all others, 3 per cent.

VALUABLE PROPERTY
Compared with the religious census taken in Appleton 25 years ago, the foregoing estimate does not vary in a very large degree. Of 2,875 families counted in 1895, there were 9,064 Catholics, 5,733 Lutherans, 3,011 Congregational, 2,367 Methodists, 1,011 Presbyterians, 72 Episcopalians, 31 Baptists, 63 Evangelicals, 55 Evangelical Association, and 57 families of miscellaneous denominations.

The value of all church property in Appleton at the present time is slightly over \$1,200,000, according to estimates gathered from the pastors and church officials of the various congregations. More than one third of this

A FEW OF APPLETON'S BEAUTIFUL CHURCHES



Here are ten of Appleton's 24 Churches. (1) St. Paul Lutheran; (2) St. Mary, Lutheran; (3) First Congregational; (4) All Saints, Episcopal; (5) Mount Olive Lutheran; (6) First Methodist; (7) Memorial Presbyterian; (8) St. Joseph, Catholic; (9) St. Mary, Catholic; (10) Temple Zion, Jewish.

lectures are given there under the auspices of The People's Forum, a community organization. The messages of the foremost religious and social leaders of the country are heard here.

Following is a directory of Appleton churches:
Among the Catholic churches are St. Mary, 512 State st., Msgr. W. J. Fitzmaurice, pastor; St. Joseph, 930 Lawrence st., Father Basil Gummerman, pastor; Sacred Heart, 809 Monroe st., Father F. L. Ruessmann, pastor.

The Jewish synagogues are Moses Montefiore Synagogue, Orthodox, Atlantic and Racine sts., Rev. A. Zussman, rabbi; Zion temple, Reformed, Durkee and Main sts., the synagog being temporarily without a rabbi.

Lutheran churches are Zion, Oneida and Winnebago sts., Rev. Theodore Marth; St. Paul, Franklin and Morrison sts., Rev. T. J. Sauer and Ferdinand Brandt; Mt. Olive (English), Franklin and Oneida, Rev. R. E. Ziesemer; Trinity (English), Oneida and Harris, Rev. F. L. Schrekenberg; First English, North and Diew, Rev. F. C. Reuter; St. Matthew, Mason and Lawrence sts., Rev. Philip Freilike.

Other churches are as follows: First Methodist, Lawrence and Morrison sts., Dr. A. A. Holmes; German Methodist, 500 Superior st., Rev. J. L. Menzies; First Congregational, Lawrence and Appleton sts., Dr. H. F. Peabody and Rev. C. W. Cross; All Saints Episcopal, 650 College ave., Rev. Paul Reicher; Memorial Presbyterian, 675 College ave., Dr. E. W. Wright; First Baptist, Appleton and Franklin sts., vacant but with call extended to Rev. D. M. Satter; St. John Evangelical, College and Bennett sts., Rev. A. Jank; Emanuel Evangelical (Association), Durkee and Franklin sts., Rev. H. A. Benhardt; First Reformed, Lincoln and Lawrence sts., Rev. Edward P. Nuss; First Church of Christ, Scientist, 687 Franklin st., Assembly of God, over Woolworth store, College ave., Rev. P. J. Kohnmeyer, Salvation Army, 517 College ave., Adjutant J. H. Bittorf.

The present site of Appleton at the time the locality began to be settled in August, 1831, J. L. Blood and others opened a road to what was known as the old Oneida and commenced drawing lumber from Duck Creek for the preparatory department of the college. There are many conflicting claims as to who was the first settler and who built the first house. About the time that Col. Blood came here, Robert R. Batesman, the Rev. A. B. Randall, J. P. Johnston, J. S. Buck, Robert R. Batesman, John P. Parsh, William Blake, W. S. Waiter, and George H. Myers followed in quick succession, some of them bringing their families and erecting shanties to establish claims.

HOUSES ARE SCATTERED
The shanty of the Johnstons, who were located in block 29, or at Morrison and Washington sts., and formed the nucleus of the settlement. It served as hotel, church and Sunday school. The Rev. Mr. Randall, who was appointed as missionary to the inhabitants, settled with his wife at the corner of Diew and North sts. The Rev. William Sampson who was appointed principal of Lawrence Institute came here in the fall of 1835 and took lodgings in the shanty of the present courthouse. He conducted services in the Johnstone house.

From these weak beginnings the little village grew. In fact, two other villages sprang up beside it. West of Mr. Lawrence's land was land owned by Morgan L. Martin and platted off into a village called Grand Chute and sometimes known as Martin. The boundary street was North Division st. East of the college grounds was a village named Lawesburgh, named after Mr. Lawe. It was separated from Appleton by Division st. or what today is known as Union st., so named from the final union of all three villages. The first map of the old Appleton plat was recorded in the register of deeds office on Jan. 16, 1837.

POSTOFFICE IN 1835
The first postoffice was established in March, 1835, with John P. Johnston as postmaster. The office was given the name of Appleton in honor of Samuel Appleton, father-in-law of Mr. Lawrence. The first mail included four newspapers and one letter. The town of Grand Chute, Brown co., was organized from Kaukauna in 1839 and included what is now Grand Chute, Lake Geneva and Hortonville. Two years later Outagamie co. was organized.

A new enterprise that gave impetus to the growth of the city was the Fox River improvement, or the building of canals and dams which afforded means of utilizing the water power for industry. A sawmill and wind dam were built in 1819. The mill was built by Tracy P. Bingham for Mr. Lawrence. The first gristmill to start operation in Appleton was in 1853, built by O. W. Clark. The first papermill was in operation in 1854 and was owned by G. N. C. T. and T. Richmond. The first newspaper, The Crescent, was issued 1857. In May, 1854, Appleton had two flour mills, a paper mill, four saw mills, two bath mills, one planing mill, two saw and door factories, one edge tool factory, one chair factory, in addition to many stores and other business places. The first bridge was built in 1851 at Appleton.

INCORPORATED IN 1853
By the year 1853 the village contained between 1,200 and 1,500 inhabitants. It was the year it was incorporated, the first officers being John P. Johnston, president, James M. Thinner, clerk, J. M. Lagerton, treasurer; James Gilmore, assessor; F. P. Finney, marshal, Wm. Cross, A. H. Sampson, Sam Ryan, J. George Lamphreys, A. B. Bowen and C. L. Bennett, trustees.

Four years later the community had assumed such proportions that it became desirable to incorporate as a city. Following were the officers: Amos Storey, mayor; Fred Packard, clerk; Anson Ballard, attorney; C. E. Bennett, treasurer; James Gilmore, assessor; Chauncey Foster, supervisor; Jackson Tibbitts, street commissioner; W. H. Sampson, J. G. Townell, aldermen First ward, R. C. Bull, D. C. Goff, aldermen Second ward, B. P. Perry and D. H. Bowen, aldermen Third ward.

2,000 PEOPLE IN 1857
The following other facts are of interest: The population in 1857, the year that the city was incorporated, was estimated at more than 2,000. The total real estate assessment of the city then was \$366,115, the personal property assessment, \$79,762. The general city tax rate was three mills on the dollar. Lots on College ave. sold from \$15 to \$20 a front foot. Good residence lots were \$100 to \$120 a lot in 1857. In 1858 was \$6 to \$7 a bushel of wheat, \$1.15 to \$1.25 a bushel of potatoes, 20 to 25 cents a bushel of eggs, 12 to 14 cents a dozen, pork \$7 to \$7.50 a hundred pounds. The first steam railroad train, the Northwestern, arrived in 1861. Appleton was the home of the first electric street car, which made its appearance in 1886. Boats in those days were plying regularly on the Fox river.

in 1861 Appleton was the home of the first electric street car, which made its appearance in 1886. Boats in those days were plying regularly on the Fox river.

105 Acres In City's Half Dozen Parks

Appleton is Adding to Acreage for Recreation and Play

APPLETON in recent years has become intensely interested in park problems and has turned the attention of the council to acquiring plenty of park space for its people. At the present time, the city has 105 acres of parks, more than half of which has been purchased by the city in the last few years. Several park sites have been donated to the city and have recently been used to great advantage for tourist and recreation purposes.

The city park is an eight acre tract located in the very heart of the residence district. It was purchased more than 30 years ago and was for many years the only city park which had been purchased and not given to the city.

When Pierce park was purchased, 39 acres of park space was added to the space available for civic recreation and the purchase directed additional attention to Alicia park which was the gift of the late Alexander Reid. There is a short strip of river frontage between the two parks and this probably will be purchased in the near future to form a connecting link. The smaller park which is used for the tourist campsites contains 14 acres.

PLANS FOR FUTURE
Little has been done to equip and beautify Pierce park, but the improvements will be taken care of as soon as there is money with which to do it. Alicia park has a log cabin for picnic parties and the home of the caretaker of the park. It has also been equipped with the necessary comfort stations.

Although no parks are now located in the Fourth and Fifth wards, the plans for the future include adequate play space for both of these. The Sixth ward which has also been parkless until recently has lately been given the second largest park in the city, Lib park, which has wonderful possibilities for development.

UTILIZE RAVINE
Besides Alicia park, the gift parks include Jones, which has been developed in one of Appleton's natural ravines and which is used extensively as a children's playground and picnicking place. The natural beauty of the place has been preserved by planting the shrubbery and flowers to follow the slope of the land. This park also contains a baseball diamond which is turned into a skating rink in the winter. It is the best equipped playground park in the city. There are six acres in the plot.

Bellaire park is probably the least known, but will have a wonderful possibilities for development when the railroad right-of-way for a switch track is eventually abandoned. The track is used for only one mill at the present time. This playground was the gift of the late Judge J. E. Harriman.

More space is added to the parkage of Appleton by its boulevard system. There are several squares which contribute to the city's beauty, including Solher's square near the city hall, the public square at Third and Locust sts., the boulevard at Sixth and Prospect sts. and the boulevard at Pierce ave.

First White Man's House Was Built In Appleton In 1835

(Continued from page one)

Outagamie (Fox or Renard) village of 600 cabins near New London.

The first missionary to set foot on Wisconsin soil, Father Claude Allouez, founded a mission at Green Bay in 1669, which was later moved to De Pere. While passing the site of what is now Appleton, he observed an eclipse of the sun. He described the Outagamies and Osaukils as very savage and warlike. His course was up Fox river through Lakes Winnebago and Bette des Morts and up the Wolf river. His canoe was wrecked in the rapids of Appleton.

OUTAGAMIE WERE WARLIKE
In 1673 Sieur Louis Joliet and Father James Marquette traversed the Fox river valley on a mission for the Canadian government to find a route to the South Sea, as the Pacific was then called. Their route was by way of the Wisconsin and Mississippi rivers to Chicago.

While the French were opening fur trading posts in Wisconsin, they were frequently harassed by the hostile advances of the Outagamie Indians who frequently excited other tribes to join them. Many expeditions were made against the redmen resulting in much bloodshed. In one of these engagements in 1730, about 1,000 members of the Outagamie tribe were killed.

56 WHITES IN 1760
During the British conquest of Canada in 1760 the whole Fox river valley also passed from the French into the hands of the English. The success of the American Revolution put an end to the English rule.

At this time the Fox River valley contained about 56 white settlers or five families, those of DeLaughe, Grignon, Brunette, Ray and LaDuke, whose descendants are even now living in Appleton, Kaukauna, Green Bay and other localities. The DeLaughes and the Grignons were the first permanent settlers in the northwest, locating in the valley in 1745.

After the Revolution this region, having been claimed first by Virginia, became a part of the territory of Indiana in 1800, of Michigan territory in 1805, of Illinois territory in 1809, of Michigan territory again in 1818, of Wisconsin territory in 1836, until this territory was accepted as a state on May 29, 1848, which was about the time that Appleton was beginning to be permanently settled.

MORE INDIANS COME
Meanwhile all territory in and about Appleton was Indian property, which was then called their route was by way of the Wisconsin and Mississippi rivers to Chicago. During the years of 1820 to 1840 occurred the migration of the Oneida, Stockbridge, Brotherton and St. Regis Indians from New York to the Fox river valley and reservations were provided for them north and south of Appleton.

The founding of Appleton was indirectly connected with this Indian migration. With the New York Indians came a half breed missionary, named Eleazar Williams, who gained notoriety as the supposed "lost dauphin" or heir to the throne of France. Rumor had spread for money he came to Boston to borrow money

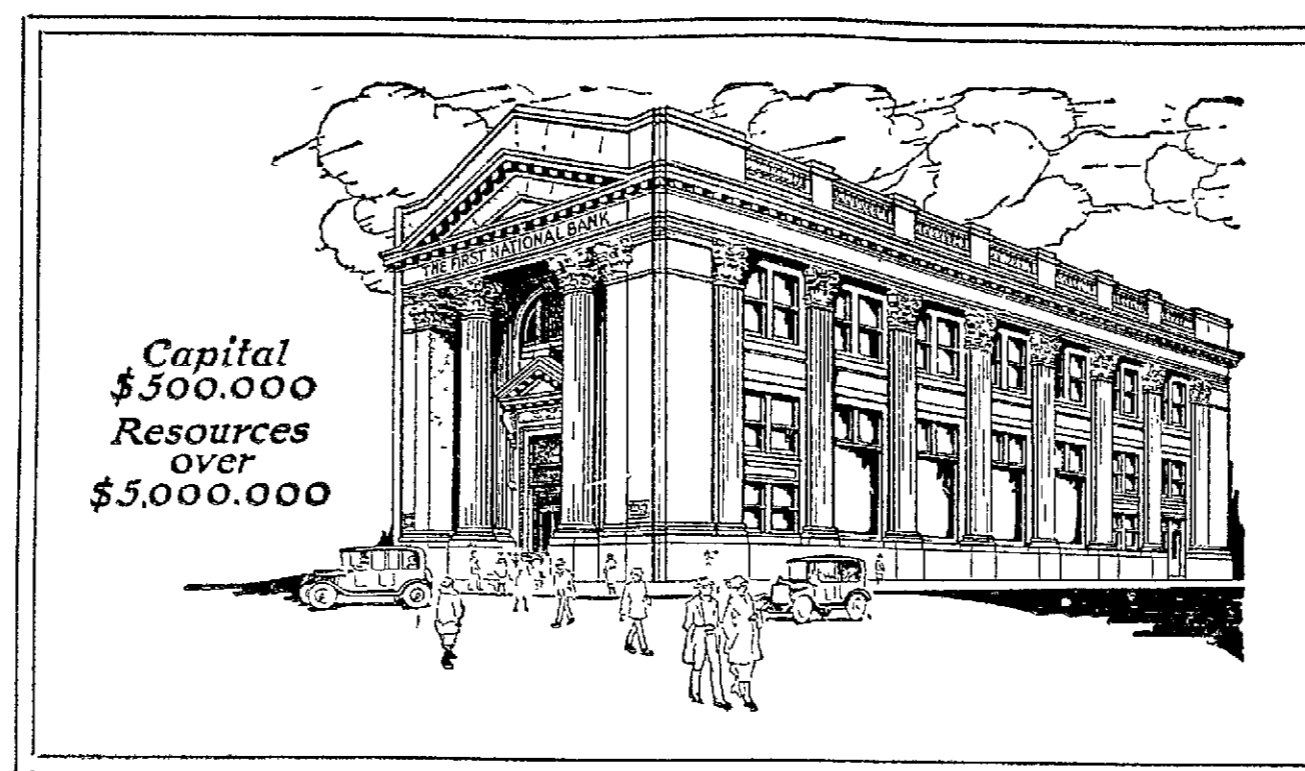
from Amos Lawrence upon his 5,000 acres of land near De Pere. The land was later bought by Mr. Lawrence who turned it over to his son, Amos A. Lawrence. Having become the possessor of this land, his idea was to people it with good settlers and to provide a school for them.

\$10,000 FOR SCHOOL
In the year 1846 he made the Wisconsin Methodist conference an offer of \$10,000 for an educational institution on the condition that they raise a like sum. The school was to be located on his land near De Pere. The offer was accepted and a charter applied for under the name of Lawrence Institute but the location did not meet with general approval. A committee on location including the Rev. Reeder Smith, George E. A. Day and H. L. Blood reported that they could find no equal to the point on the Grand Chute of the Fox, or section 26, town 21, range 17, of what was then Brown co. This was the site that was ultimately adopted.

FIRST SETTLERS IN 1835
There were a few settlers on the north bank of the Fox river before 1848, but they had all moved away. The first settler was Hippolytus Grignon who built a log house on the present site of Appleton in 1835. But at the time the college board of trustees commenced operations in Appleton there was not the house of white man for miles of the site.

The first improvement is said to have been 10 acres in the northwest quarter of section 26, seen into wheat by James Blood in 1848. The family of Ezra Thurber settled in 1845 in the present Third ward, and was the only white family living on

the present site of Appleton at the time the locality began to be settled.



FIRST NATIONAL BANK OF APPLETON ORGANIZED 1870

More than half a century of public service has helped in the attainment of many gratifying results which cannot be entirely measured in dollars and cents. Yet the plain figures of bookkeeping, shorn of all sentiment, may be found not uninteresting.

Total earnings since organization		\$3,979,231.66
From which the following payments		
were made:		
Taxes paid	\$ 507,330.44	
Interest and dividends paid to		
depositors and stockholders	2,953,161.80	3,460,492.24
Balance belonging to stockholders	\$ 518,739.42	
(Which includes surplus, profits, reserve		
funds, and investment in Trust Company)		
Paid in Capital is		500,000.00
Stockholders' Liability, Bank and Trust Company . . .		600,000.00
Net responsibility, (protection for depositors)		\$1,618,739.42

Total Resources Over \$6,000,000.00

APPLETON HAS EFFICIENT SYSTEM OF EDUCATION

Building Program Includes Plans For Two Junior Schools

City Spends \$14.75 Per Capita for Public School Purposes

APPLETON, although operating under the unique district system of schools, has been able to maintain a high standard of education and is even now preparing to raise that standard by establishing two junior high schools.

This city is paying approximately \$13 more per child in average daily attendance than the median Wisconsin city of more than 10,000 population, according to a school survey taken by a state committee. Although a part of this increased cost is attributed to the lack of a unified school system under one administration, yet by paying good salaries the city has been able to buy good teaching service.

It ranks third in cities of its class in payment of high school teachers salaries and ranks fifth in paying of elementary school teachers' salaries. For this reason it has been able to retain its teachers longer than the average city get elementary teachers of more than average experience and also teachers of more extensive schooling.

WASTE UNION SYSTEM

A reduction in school costs has been promised by the introduction of a union system of schools which is imminent and which the city council has already endorsed.

Elementary schools of Appleton are under the administration of four district school boards in the following four districts: First—embracing the First ward; Second—including the Second and Sixth wards; Third—including the Third and Fifth wards; Fourth—embracing the Fourth ward. Members of the board are elected in an annual school meeting in each district and include a director, clerk and treasurer. The school board also fixes the school budget and school tax and hands over the sum to be collected by the city council.

HIGH SCHOOL BOARD

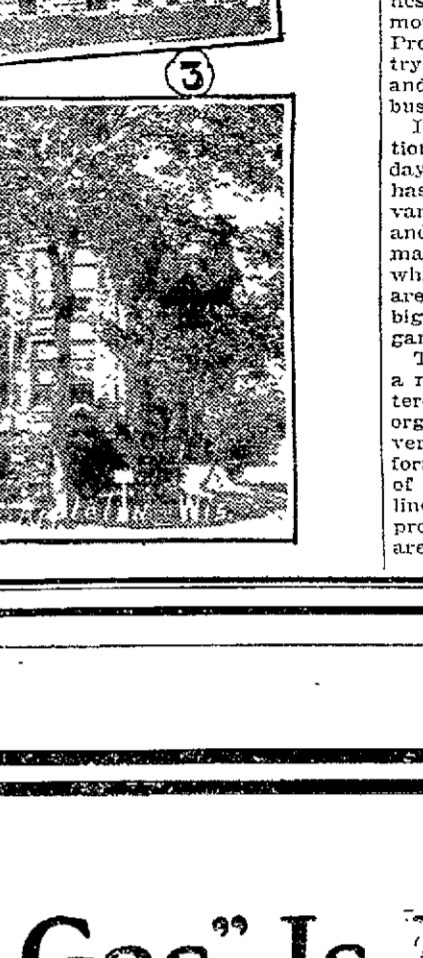
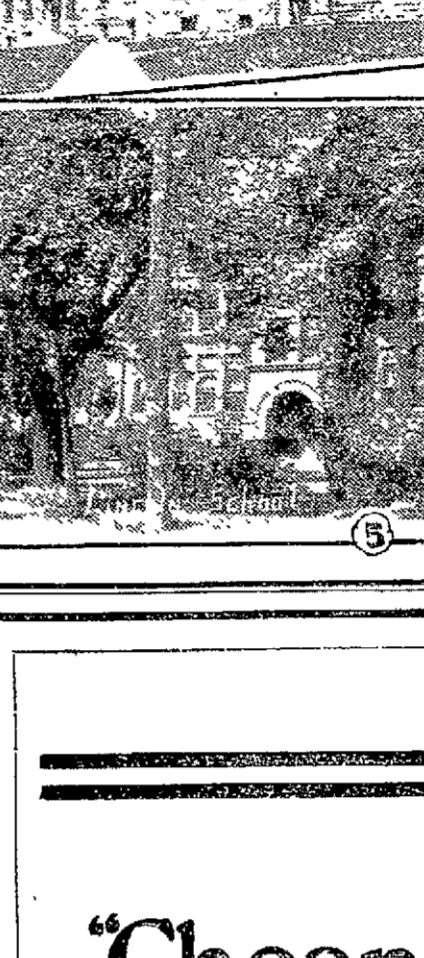
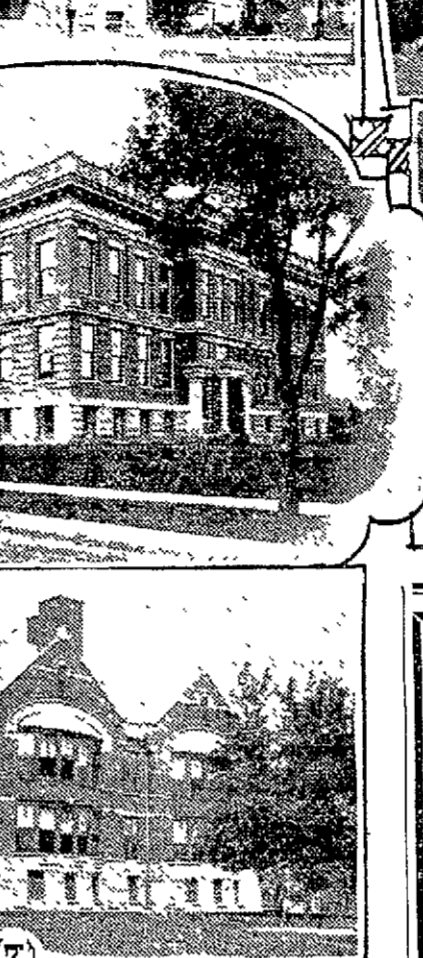
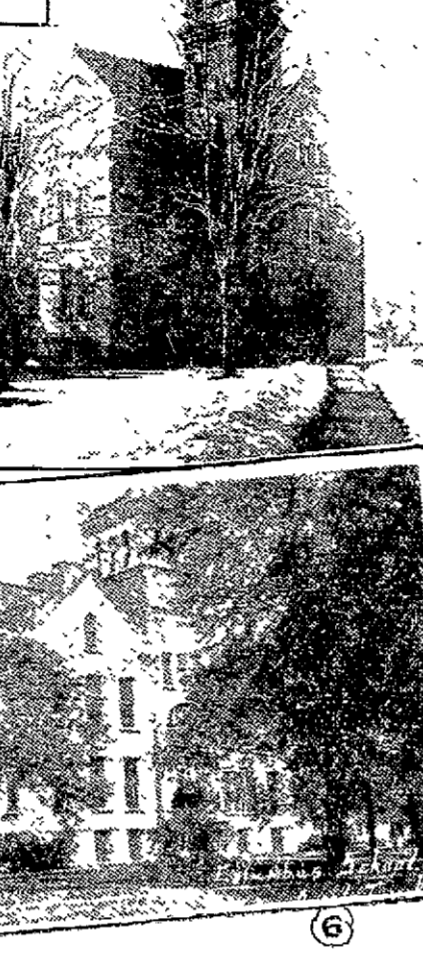
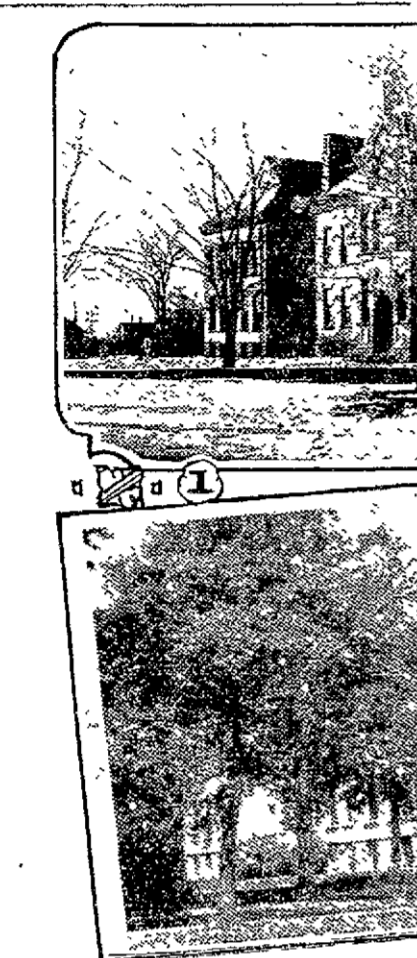
The director and clerk of each district board constitute with the mayor of Appleton and the city superintendent of schools, the high school board of education. The mayor is chairman and the superintendent is secretary of the board. The board exercises direct administration of the high school and general supervision of the elementary schools.

Members of the district boards are as follows:

- First district—Paul V. Cary, director; William H. Jones, clerk; G. H. Hesterman, treasurer.
 - Second district—J. Henry Harbeck, director; A. S. Gajun, clerk; Carl G. Seeger, treasurer.
 - Third district—Albert G. Koch, director; Joseph May, clerk; William Loutman, treasurer.
 - Fourth district—Avel Fahlstrom, director; John Hantschel, clerk; John Love, treasurer.
- With Mayor Henry Reuter and Miss Carrie M. Morgan, superintendent of schools, the directors and

clerks compose the high school board of education.

The administration of the Appleton vocational school is entirely independent of the rest. The school is gov-



3 Luncheon Clubs Meet Every Week

THREE clubs for business men have luncheon meetings in Appleton to promote fellowship and good will in their business and in the city. Rotary club was the first to be organized and has the largest membership, 68, representing that many professions and business occupations. This club meets at the Conway hotel every Thursday noon and has a program of a civic or business basis. The members take the motto of International Rotary: "Be Profits Most who Serves Best" and try to carry it out in their business and to get others in the same line of business to do the same.

Lions club is similar in organization to Rotary and meets every Monday noon at the Conway hotel. It has 55 members representing the various professions and businesses and membership is confined to one man from each. The programs which are provided at the meetings are largely civic in nature and the big project of the international organization is Americanization.

The Appleton Advertising club with a membership of 36 men who are interested in advertising problems was organized to promote truth in advertising. Its programs go into all forms of advertising with the object of educating the members along the lines of best presenting their own product. The meetings of this club are held every fortnight on Thursday.

erned by a board including Herman Saecker, president; Judson G. Rosenthal, vice president; Charles D. Thompson, secretary; P. E. Bachman, treasurer; and Carrie M. Morgan, superintendent of schools.

The boards have the jurisdiction of ten public schools, in addition to a school for the deaf in the Third ward school building and an ungraded school for exceptional children in the Post-hill. There are in Appleton also five parochial schools. The combined teachers' force of the high school, vocational and elementary schools is 189. Including the faculties of parochial schools, this city has a corps of 208 teachers. The total school enrollment is as follows: High school, 1058; elementary schools, 2,581; vocational school, 331; parochial schools, 1,680, total 5,430.

COSTS \$78 PER PUPIL

Maintenance of schools in Appleton cost about one-third of the city's taxes, the total amount for the present year being \$294,862 of a tax levy of \$574.102. Costs of educating the children of the city is \$14.75 per capita, or \$78 per pupil enrolled. This does not take into consideration the expense of maintaining parochial schools. The school tax rate by dis-

tricts was \$7.38 in the First district, \$5.07 in the Second district, \$6.26 in the Third district and \$6.01 in the Fourth district. The city tax rate for high school and other schools was \$5.68.

Of a total school census last year of 5,940 children between the ages of 4 and 20 years, 5,133 are enrolled in the public and parochial schools. Ten non-resident pupils are included in the enrollment. The school census by wards was as follows: First—522 boys, 515 girls, total 1,037; Second—275 boys, 297 girls, total 572; Third—647 boys, 643 girls, total 1,290; Fourth—400 boys, 418 girls, total 818. Total number of boys, 2,977; total number of girls, 2,963; grand total, 5,940.

THE CITY'S SCHOOLS

Following is a list of the schools, their location, name of principal, number of teachers and total enrollment.

Vocational school—Allen and Kimball sts.; W. S. Ford, director, 14 teachers, 234 pupils.

High school—Oncida and Harborside; Lee C. Rasey, principal, 41 teachers, 1,058 pupils. There are 13 ward extension teachers for the First ward, Fourth ward, Richmond, Franklin, Columbus, Lincoln and Third ward schools.

School for deaf—in Third ward school, Hannah L. Gardner, principal, two teachers, 20 pupils.

Ungraded school—Post-hill; Lydia Schottler, principal; two teachers, 18 pupils.

First ward school—Meade and Franklin sts.; A. G. Oosterhuis, principal; 22 teachers, 576 pupils.

Second district—Lincoln school, Oncida and Franklin sts.; Columbus school, 899 Oncida st.; Franklin school, 731 Randall st.; B. J. Rolan, principal, 32 teachers, 711 pupils.

Third district—Third ward school, 1050 Fifth st.; Washington school, 1110 Lorain st.; Maurice H. Small, principal, 25 teachers, 735 pupils.

Fourth district—Fourth ward school, 750 Jackson st.; Richmond school, 600 Maple Grove st.; Frank D. Younger, principal, 11 teachers, 261 pupils.

St. Mary school—505 State st.; Mgr. W. G. Fitzmaurice, principal; 8 teachers, 360 pupils.

St. Joseph school—the Rev. Basil Gammemann, principal; 16 teachers, 733 pupils.

Sacred Heart school—the Rev. P. F. Ruessmann, principal, 4 teachers, 236 pupils.

St. Paul Lutheran school—731

(1) Fourth Ward School; (2) St. Mary Parochial School; (3) Third Ward School; (4) Appleton High School; (5) Lincoln School; (6) Columbus School; (7) Washington School.

Franklin st.; Ernest Schults, principal, 5 teachers, 156 pupils.

Zion Lutheran school—774 Connet, st.; the Rev. Theodore Math, principal, 4 teachers, 160 pupils.

Appleton is the seat also of two institutions of business training that are known far and wide and from which hundreds of men and women now prominent in business have graduated. Bushby Business college, Morrison and North sts., of which John Bushby is the head, has three teachers and 98 students. The Acta of Business college, Oncida st. and College ave., is managed by H. L. Rowley, has three teachers and 135 students.

The plans for the future are two junior high schools of a capacity of 600 pupils each which will be erected this year, remodeling of the present high school building to relieve the congestion that will not be entirely removed by the new high schools, a union system of schools.

Dozen Men Owned All Appleton In 1840

Who were the first owners of Appleton? Of course, it is understood that the Indians held it until the Menominees ceded it along with other land including all of Outagamie county to the United States in the treaty of 1831.

Four years afterward the government began to dispose of it to white persons. To three persons belongs the distinction of receiving the first government patents. They were Newman L. Newberry, Joshua J. Hathaway and John P. Arndt. They received their allotments on Aug. 31, 1835, and the patents on Aug. 19, 1837.

FOURTH WARD FIRST

Probably because of the possibility of the water power, Newberry purchased considerable land along the Fox river in the Fourth ward. In fact he owned about 475 acres in section 35, in the central part of the Fourth ward, and about 326 acres in sections 25 and 36 in the lower Fourth ward. Hathaway owned about 200 acres in the east end of the city and Arndt owned about 75 acres south of the Fox river in the west end of the Fourth ward.

The two largest grants made were those to Newberry and the Fox and Wisconsin Improvement company. The latter was a state grant and included 920 acres the former's interests being 1015 acres. The two parties together owned practically one half of the present 4166 acres of Appleton. Amos Lawrence, founder of Lawrence college, later purchased a large portion of land of the site now known as Appleton and disposed of it in lots.

Appleton is at present composed of six and a half sections of land, namely 34, 35, 36, 25, 26, 27, and half of section 23. The divisional lines of the sections are Second avenue and extended line from Spencer st. to Connet st., as well as Richmond st. extended and Meade st. extended across the river.

Section 25, which includes all of the Sixth ward, which lies north of

Second ave., was taken by the Fox & Wisconsin Improvement company under a state grant. This area of 920 acres was granted May 9, 1840.

Section 27, which includes all of the Fifth ward that is west of Richmond st. and all of the Third ward that lies north of Spencer st. but west of Cherry st., was taken over also by the Fox & Wisconsin Improvement company, with the exception of 40 acres in the southeast part that is bounded by College ave., Pierce ave., Cherry st. and Story st. The last mentioned property consisting of 600 acres was allotted also in 1840, while the second and third were patented Feb. 1, 1848.

Section 36 in the lower Fourth was owned almost entirely by Newberry. It included everything south of a line extending to Chandler st. and west of Connet st. extended and east of Meade st. extended. This tract of 416 acres was patented in 1837. A 360-acre tract of land east of Connet st. extended was patented June 9, 1849, by Terence R. Hughes. A small fraction of 8.26 acres west of the lower dam was taken up in 1845 by Stephen L. Martin and Charles Snyder.

Section 35, in the central part of the Fourth ward was owned by three parties. Martin & Snyder secured 61 of acre north of the Fox river in 1815. John Baptiste Benoit owned all of what lay northwest of the river and included 58 acres. It was patented May 10, 1818, while Newberry owned 478 acres south of the river since 1837.

6 OWNED THIRD WARD

Section 34 which is in the Junction area, Cherry and Spencer sts. being the dividing lines, was taken up principally by six parties. Ezra L. Thumber received in May 1850 a patent on 160 acres bounded by Spencer st., Pierce ave., Douglas st. and including Pierce park. A patent on more than 100 acres in the south west part or all west of Lynch st. and south of Second st. was secured by Tim S. Craft in February 1849. Paul Grig-

non, Sr., owned in May, 1848 all land between the river and the Chaff and Thumber tracts. It included about 107 acres, while John P. Arndt owned in 1837 all the land south of the river in this section. Forty acres bounded by Spencer st., Lynch st., Second st. and the west city limits, were owned in 1839 by the Fox and Wisconsin Improvement company. The remaining 80 acres were owned by Alexander J. Irwin in May, 1848. It was bounded by College ave., North Division st., Spencer st. and Cherry st.

Section 25, in the First and lower Fourth wards, was claimed by the following: Hathaway had in 1837 nearly 80 acres in the area bounded by Connet st., Tenth st., Newberry st. and the east limits, also 80 acres bounded by Meade, North, Tonka st. and Second ave., also 4 acres bounded by Second ave., Tonka, Leinawahl and Hancock sts. George W. Love owned in 1818 67 acres west of the river in the south st. east of Meade st. and north of Connet st. extended. Newberry had all land east and south of the river but west of Tenth st. It contained 90 acres and was patented in 1837. Snyder owned 40 acres in the Bellare park region in 1848. It was bounded by North, Tonka, Hancock and Meade sts. The remaining 129 acres north of the Fox river and west of Leinawahl st. was secured by Jacob T. Tansim in 1816, but patented later by Amos A. Lawrence.

Section 26, which lies in the First Second, Fifth and Sixth wards, was owned as follows: Newman Flood in March took 160 acres which was bounded by Richmond st., Second ave., Oncida st. and Packard st.

John P. Meade acquired 160 acres in August, 1846, in the territory bounded by North Division, Packard-North st., Drow st. and the river. The Rev. A. B. Randall received a patent in 1850 on his 80 acres bounded by North, North Division, Meade sts. and Second ave., and the property of the Rev. W. H. Sampson was immediately east of it and contained the same number of acres. Love owned in 1848 about 71 acres north of the Fox west of Meade st. east of Drow st. and south of North st. James Blood in 1850 had 40 acres bounded by North Division st., Richmond st., College ave. and Packard st. The remaining 40 acres were in 1818 owned by Alexander J. Irwin and lay directly south of the preceding property.

First Appleton House Near Alicia Park

There is a little piece of property on the Fox river near Alicia park that served as a landing place for Indians and white explorers hundreds of years ago. Later it became a French fur trading post. It is the oldest settled property in Appleton.

Here Hippolyte Grignon, great grandson of Augustin Delangle, a famous character of the French and Indian war days, erected a log cabin for a trading post among the Indians. That was in 1835. Ten years later Hippolyte Grignon, otherwise known as "Pothier" or "Paul," acquired 107 66 acres on the site under a government patent.

Nearly 100 years have passed yet five acres of the old "White Heron" homestead never passed out of the hands of the family. It is in the possession of Ephraim P. Grignon, grandson of Paul Grignon.

FOR COMPANY AGENT

The elder Grignon was an agent of the American Fur company. He was in the employ of that company in Milwaukee in 1818 at the time that Solomon Juneau came there. Upon settling on the Fox river in Appleton, his family was for a while the only white family in the community. By the time that a settlement began to be established around the future site of Lawrence college in 1848, most of the other settlers had again moved away, but the Grignon family is in Appleton at the present day.

Settlement that resulted in the establishing of a village here started in the Second ward in August, 1818, with the house of John P. Johnston as a nucleus. Johnston was usually referred to as the "first settler in Appleton." He was the first post master and first village president. The house he built was in Block 29, at Johnson, Morrison, Washington and Durkee sts. It served as a dwelling, hotel, church and Sunday school. A description of how he built the house is given in a letter that the publisher read at an old settlers' meeting in 1878.

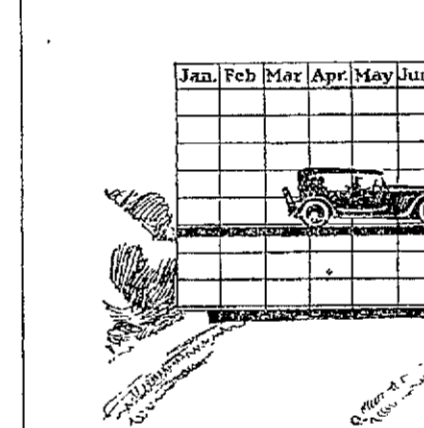
"We recommended sometime in August, 1818, to get out timber for the frame of Lawrence institute and also cut a road through to intersect the Duck Creek and Neenah creek which was the only road in the south half of the county. On August 25 I took the ox team and started for Duck Creek for the first load of lumber. I got through to Duck Creek and loaded up with 700 feet of boards on the first day.

"Next morning I started for home, got along well until I passed Times' place in Freedom, when I found my wagon stuck fast in the mud. Three came with his team and helped me through. My next cotton was when I tried to get around a fallen tree and broke the wagon tongue. It was then night, so I stayed with Mr. Mar's folks until morning. Next morning they helped me repair the wagon and helped me through.

"I got through to the shanty, or rather the foundation of it, about 1 o'clock. Col. H. S. Blood had just got there from Green Bay with a load of my goods. It was 12:35 feet, so my 700 feet of boards were not enough. Therefore we laid 12 to 15 feet of floor at one end, then slid it up about three feet to keep out the mice and cattle and the frame of the lumber went for the roof which extended far enough to cover the bed and the table.

"Mrs. Johnston was an invalid, boarding at Menasha. She took a canoe and came on, bound to arrive that day. She found my team waiting at the old steamboat landing (Lehman's). They came along nicely until the rise at Willy's bluff when the midget came out and everything slid to the ground. She had her baby, Frank, eight months old, and Ann 12 1/2 to Northrup, and they started on foot to find the house we were building. They followed the trail and stopped, tired out, to rest. They heard the click of the hammer and called for help. We brought them in and spread out a bed for Mrs. J. to rest on.

"Cheap Gas" Is Uphill Economy



POOR, kerosenish motor fuel makes your engine fight continuously against the drag of sulky-firing, broken-backed explosions, and outright misses. Every stroke is a handicapped battle against the effects of excess carbon and kerosene-spoiled lubricating oil.

Wadhams Tempered Motor Oil

—gives your motor a constant extra margin of safe lubrication. Non-carbon forming; reduces carbon evils. Use it exclusively.

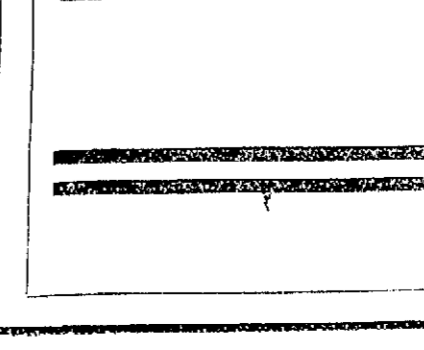
This everpresent overload pulls back on your motor and car just as positively and as constantly as if every mile you traveled were up-grade—and is just as destructive.

Level out the road for your car by using only the gasoline that you know to be real and genuine—the quick firing, full powered, keroseneless product of unskimped quality—



Motorists Here Enjoy America's Best Gasoline

Wadhams True Gasoline



"Mrs. Johnston was an invalid, boarding at Menasha. She took a canoe and came on, bound to arrive that day. She found my team waiting at the old steamboat landing (Lehman's). They came along nicely until the rise at Willy's bluff when the midget came out and everything slid to the ground. She had her baby, Frank, eight months old, and Ann 12 1/2 to Northrup, and they started on foot to find the house we were building. They followed the trail and stopped, tired out, to rest. They heard the click of the hammer and called for help. We brought them in and spread out a bed for Mrs. J. to rest on.

43% TALK TO "ANYONE"



Of every one hundred long distance telephone calls in Wisconsin each month, about thirty-two are handled on the "Station-to-Station" plan.

The people placing these calls express a desire to talk to "anyone" at the distant office, home, or telephone. The cost of these calls averaged 20% lower than if they had asked to talk to some particular person at the distant point.

At Appleton 36.7% Do It

Telephone subscribers at Appleton, place an average of 36.7% of their long distance telephone calls on the "Station-to-Station" plan.

The businessmen of Neenah, Menasha, Kaukauna, and other cities of the Fox River Valley are also growing to use this class of service more and more.

The long distance telephone has proven its value and "Station-to-Station" service is adding to that value by offering quicker service at lower cost.

A "Station-to-Station" call is really a call from one subscriber's station to another. If you are out of town and call your home, you can use this service by saying you will talk to anyone at your home telephone number. Many business calls where the message can be given to or information obtained from anyone answering the telephone at the distant office can be handled in this manner.

It Will Save You Money Too

You will surely profit by using the long distance telephone and you will find the "Station-to-Station" class of service to be quick, dependable, and economical. The cost is about 20% lower than on person-to-person calls.

Evening rates on "Station-to-Station" service are in effect from 8:30 P. M. to 12:00 midnight. They are about one-half the day person-to-person rates. Night "Station-to-Station" rates, about one-fourth as costly as day person-to-person calls, are in effect from 12:00 midnight to 4:30 A. M.

Give this form of long distance telephone service a trial. It brings results. A call to the telephone exchange Local Manager will bring further information.

WISCONSIN TELEPHONE COMPANY

CENTRAL FOX RIVER VALLEY IS ONE OF MOST PROSPEROUS COMMUNITIES IN ALL AMERICA

Population Of Nearly 80,000 Supported By Rich Farms And Great Industries Of Valley

Twelve Thousand Persons Employed In Great Mills And Factories Of Four Fox Valley Cities

BLESSED by nature with great natural resources and beauty, and peopled by a race of men that is not content to let well enough alone, the Fox river valley of Wisconsin has become known all over the United States as one of the most wealthy and most attractive communities in the entire nation. Visitors come here from every state and they return to their homes singing the praises of one of God's most favored places. They are impressed with the stable industry of the valley, its natural scenic beauty, its well kept cities, its wonderful farming country and the industry and progressiveness of its people.

Nearly all of the waterpower, much of the wealth and a very large portion of the beauty of the Fox river valley is concentrated in its center—from Neenah to Kaukauna. The four cities and three villages in this favored area are among the most prosperous and the most beautiful in the entire country.

MANY ADVANTAGES
Development of the Fox river valley was based on its waterpower, its schools and its rich farming country. More than a half century ago the rapids of the Fox river interested capitalists in its possibilities and in a few years great manufacturing institutions sprung up along its banks.

The possibilities of the Fox river valley were known shortly after the Pilgrims landed at Plymouth. In 1634, only fourteen years after the first settlement in New England, Jean Nicolet, the intrepid Frenchman, visited this valley and on his return to France reported that an amazingly rich country lay west of the lakes. He was followed by other explorers and missionaries but the actual settlement of the central part of the valley did not begin until early in the nineteenth century.

USED POWER EARLY
Early in the fifties the pioneers began to make use of the waterpower for turning the flour mill machinery and in a few years the manufacture of paper was started. The Kimberly-Clark Co., while not the builder of the first papermills, this year celebrated the fiftieth anniversary of its establishment.

Approximately 80,000 horsepower is developed by the fall of the Fox river from Neenah to Kaukauna. With this magnificent start the prosperity of the valley was assured.

Stabilization of industry here is secured by the fact that the mills manufacture products which are almost essential and as a result even in times of great depression elsewhere this valley is not seriously affected. This fact alone has made the valley one of the most desirable places in the country.

FINE FARMING COUNTRY
The great farming community, tributary to the cities of the Fox river valley, has been most potent in the development of the community. No finer farm land can be found anywhere. The climate is ideal for dairying and diversified farming. The prosperity of agriculture is attested by the beautiful homes, well kept and spacious farm buildings found everywhere in the valley.

In recent years there has been a large development of dairying in the valley. Thousands of pure bred stock roam over the fields and the country is dotted with cheese factories and creameries. Millions of pounds of cheese are produced in the valley every year. Thousands of gallons of cream are loaded on express trains every week and sent to Chicago and Milwaukee. In addition large quantities of milk go into milk condensing factories.

DAIRYING CENTER
The Fox river valley rapidly is becoming the most important dairy center in Wisconsin, the most important dairy state in the union. The number of pure bred cattle is increasing enormously every year and production is increased as wide-awake farmers apply the most modern methods to operating their farms.

The Fox river valley was a pioneer in concrete road building in Wisconsin. A short strip of concrete between Appleton and Menasha is the first concrete road in Wisconsin. It was built more than ten years ago, when little was known of concrete highway construction, but it still is giving service. Now a ribbon of concrete runs the entire length of the valley, with dozens of roads radiating from this central highway. The Fox river valley is connected with Milwaukee, Chicago and even St. Louis by a continuous highway of concrete and over this road thousands of tourists pass each year.

80,000 POPULATION
The population of the central part of the valley is approximately 80,000. The principal communities are Appleton, with a population of 22,000; Neenah, 7,500; Menasha, 7,300; Kimberly, 1,400; Little Chute, 2,100; Combined Locks and Richman, 2,000. A vast farming community, with small towns,

les, knitting and woolen mills, car shops, brass and aluminum works, boat makers, cement products manufacturers, screen works, wire works, publishers and printers, and numerous other industries.

At Menasha is located the largest woodenware factory in the world and Kimberly has one of the largest papermills in existence. The papermills in the valley compare favorably in size and production with the largest in the country.

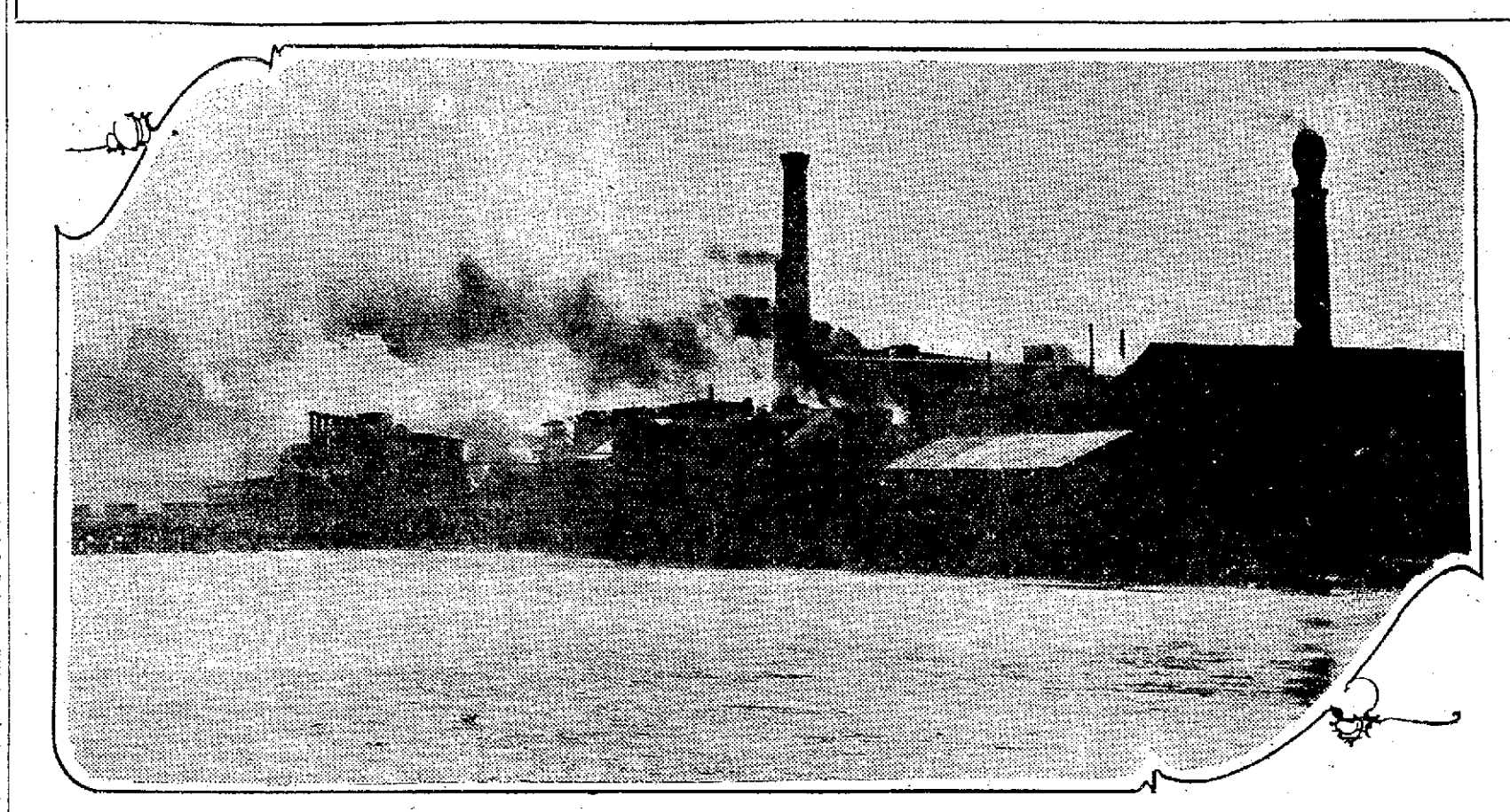
The entire central part of the valley is given electric service by the Wisconsin Traction, Light, Heat and Power Co. This huge utility, with its present equipment, generates 34,000 horsepower and much more can be made available. This power is distributed to every part of the valley and is available at a cost much less than the average for the country. The traction company also operates street car lines in Neenah, Menasha, Appleton and Kaukauna and connects all these cities by interurban cars. Motor busses supplement the traction company's service.

The valley has adequate railroad service with three railroads running through it. The Chicago and Northwestern is represented by two divisions, the Soo line by two divisions and the Chicago, Milwaukee and St. Paul by one. Two water transportation lines also haul thousands of tons of freight each year.

All these natural and man made advantages give the Fox river valley a prestige which is nationwide. It annually attracts thousands of visitors

and is becoming more popular and more wealthy every year. Its social and cultural life is the finest in the state and it has everything that makes it a desirable community.

ALONG MENASHA'S WATERFRONT



Kaukauna Is Power City Of Fox Valley

"Lion of the Fox" is Important Industrial Center

KAUKAUNA, the first settled town of Outagamie-co and one of the oldest towns in the state, is an important link in the chain of growing cities of the prosperous Fox River valley.

It formerly was an old trading post, answering to the name of Kaukaulin, but spelled many different ways, an Indian name that is said to mean "stopping place of the fish." In later years it was familiarly known as "the Lion of the Fox" and has been referred to by that name in literature. Today the city rightfully lays claim to the appellation, "The Electric City," because of its great waterpower and its municipally owned hydro-electric power plant.

Kaukauna was organized as a town in 1839 and took in a large amount of territory of what was then called Brown-co. Attention was sprung up on both sides of the river, one of which was called Ledyard and the other Kaukauna village. The former was incorporated in 1851 and in the year following both villages united to incorporate as a city. This accounts for the two almost complete municipalities, familiarly known as North Kaukauna and South Kaukauna.

The city lies surrounded with beautiful scenery, lies just midway between Oshkosh and Green Bay and seven miles northeast of Appleton. It is one of the units in the great Fox river valley papermaking belt and has some of the largest paper mills in the valley. It has an agricultural trade territory of about 15 miles northward and 20 miles southward, dividing with Appleton and Delafield the territory that lies east and west of the Electric City.

GREAT WATERFALL
The Fox river at Kaukauna has a fall of nearly 52 feet in less than a mile within the city limits, thus providing water power resources of 20,000 horsepower for manufacturing and commercial purposes.

Kaukauna has a population of about 6,000. In area it occupies about three sections of land, which is divided into five wards.

The city is governed by a mayor and ten aldermen with the assistance of several commissions, such as the park commission, fire and police commission, sewerage commission, library board commission. The officers are C. E. Raught, mayor; Albert Ludke, O. Berndt, O. G. Hass, W. H. Cooper, J. Stoecker, F. W. Wiggers, M. Brill, J. T. Timmers, Joseph Hurst and H. Q. Wittmann, aldermen; L. C. Wolf, clerk; B. J. Mitchell, treasurer; P. J. Metz, assessor; H. J. Mulholland and N. D. Schwin, justice of the peace.

NEW CITY HALL
Government is administered from the new municipal building, just completed, which is to be part of a municipal center scheme. It houses the postoffice, fire and police departments, city administrative offices, water department, electric department and vocational school. The basement is equipped with two swimming pools and a vocational school machine shop. The building is the first municipal building in the United States to be electrically heated. It was paid for out of the profits of the electric utility.

Kaukauna's fire department is now completely motorized and operates with a day and night shift. Adequate water supply for fire protection is furnished by the municipal waterworks plant.

Good police protection is provided by an efficient police force. Its chief, R. H. McFarly, is president of the state association of police chiefs.

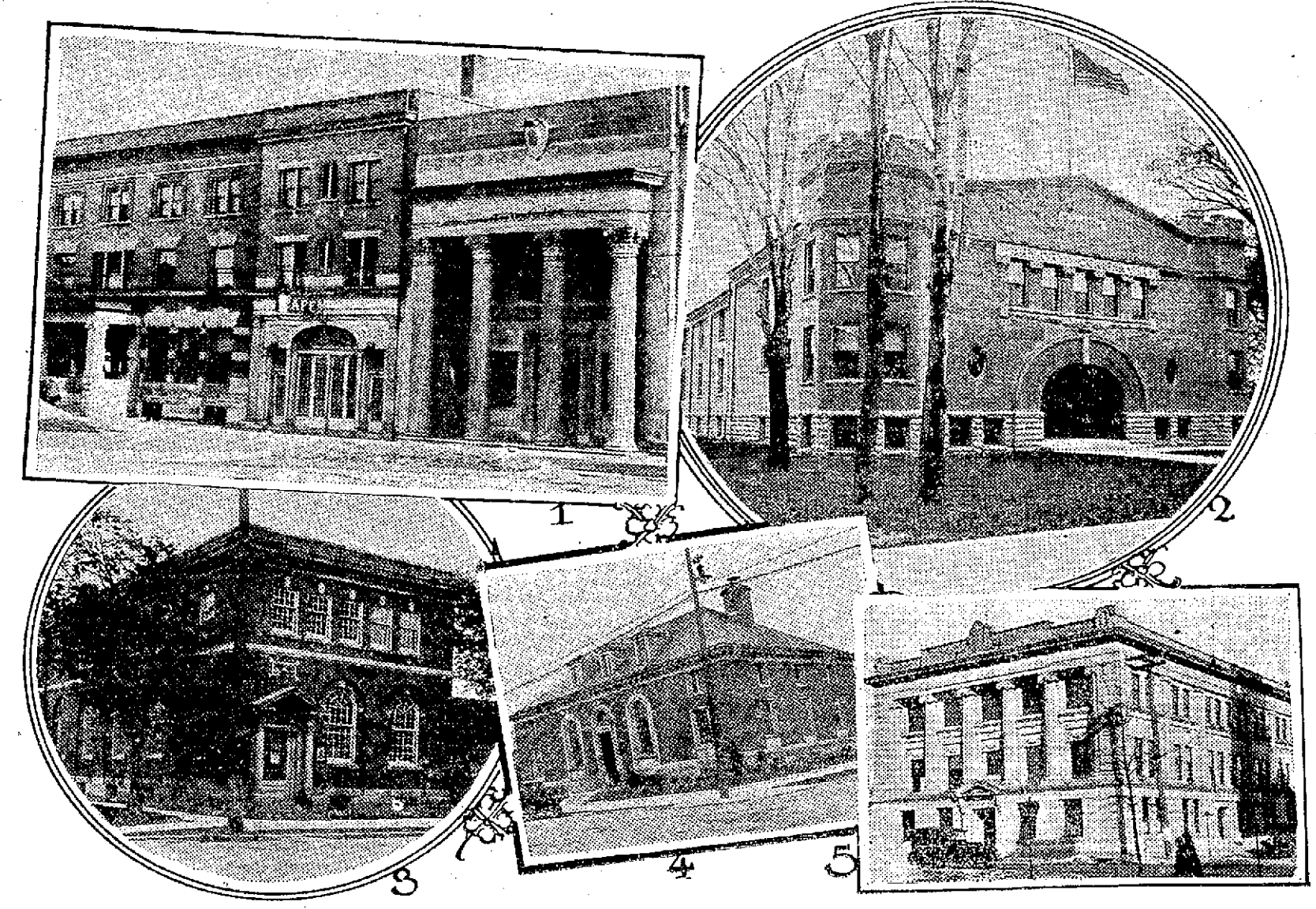
\$30 TAX RATE
Kaukauna's assessed valuation in 1922 was \$3,100,000, of which \$5,578,655 was in real estate. Its taxes amounted to a little over \$240,000, the tax rate being 30 mills on the dollar. The taxes were distributed as follows: general city purposes, \$125,140.22; county, \$12,225.63; state \$2,292.41; city schools, \$33,702.40; county schools, \$7,435.21.

Kaukauna has 32 miles of streets, and 25 of them are improved, with the same number of miles of cement sidewalks. It has adequate sanitary sewerage and good street lighting.

Water is furnished for domestic and industrial use from three artesian wells with a flowage of 3,000 gallons a minute. The waterworks system is municipally owned, and so is the hydro-electric power plant. The latter operates 24 hours a day and has a capacity of 5,500 kilowatts. Plans are now formulated for the addition of another 4,000 k. w. plant, which when connected with the other will provide upwards of 10,000 electric horsepower.

(Continued on page 22)

PUBLIC BUILDINGS IN THE TWIN CITIES



(1) HOTEL, MENASHA AND FIRST NATIONAL BANK AT MENASHA; (2) S. A. COOK ARMORY; (3) WISCONSIN TELEPHONE CO. BUILDING, NEENAH; (4) POSTOFFICE, NEENAH; (5) EQUITABLE FRATERNAL UNION HOME OFFICE, NEENAH.

Neenah Proud Of Its Beauty, Its Wealth And Civic Spirit Of Its Citizens

SITUATED at the juncture of the Fox river with Lake Winnebago, Neenah has one of the most ideal locations in the state. With great waterpower, splendid railroad connections, and great natural beauty, Neenah has become one of the wealthiest cities for its size in the entire country. There probably are more really wealthy people in Neenah in proportion to its population than in any other city in the middlewest. Neenah is noted for its beautiful homes, its splendid hotel, the public spirit of its citizens, and its fine parks.

Settlement of Neenah dates from 1843 when Harrison Reed purchased what was known as Winnebago Rapids from the Indians. In only a few

years the waterpower was developed and in 1874 Neenah became a city. Five years later it was predicted that "the future will find Neenah noted for its great wealth, its beautiful location, and its aristocratic social standing." This prediction has been carried out in every detail.

PROUD OF ITS BEAUTY
Neenah's greatest pride is in its beauty and its wealth. It is probable no small city in the United States can boast a street like East Wisconsin-ave, lined on both sides with the pretentious homes of wealthy people. This street is one of the show places of the Fox river valley. East Forest-ave and North Park-ave also are lined with large and beautiful homes, residences of Neenah's wealthy people.

It is only natural that with so much wealth Neenah would be beautiful. Its three parks cannot be excelled anywhere. Riverside park, with its frontage on the river, is a gem. Shattuck park, only a minute from the business district, is a beautiful resting

spot, well appointed. It was the gift to the city of Mrs. F. C. Shattuck. A municipal recreation field now is being developed. It is equipped with tennis courts and is being prepared for baseball and football. Neenah also has a municipal bathing beach which offers unexcelled facilities.

CITY OWNED WATER PLANT
The population of Neenah in the last census was 7,171 but this has been increased by at least 200 in the last three years. In 1922 the property was assessed at \$11,201,525, less than 55 per cent of its true value. The tax rate for all purposes, including schools, county and state tax, was \$27 on each \$1,000 of assessed valuation.

Neenah owns its own waterworks plant with a daily pumping capacity of 5,500,000 gallons. The average daily pumping in 1922 was 45,000 gallons. On Dec. 31, 1922, the physical value of the plant was \$191,756. Approximately 1,400 customers are served by the municipal plant.

Neenah's government is aldermanic

in form, with a mayor and board of ten aldermen, two from each ward. The city administration force also includes a clerk, treasurer, engineer, attorney, street superintendent, superintendent of waterworks, physician and poor commissioner. A school nurse also is provided.

LOW BONDED DEBT
The city is particularly fortunate with relation to its debt. On April 1 the bonded indebtedness was only \$75,000 and the bonding limit of the city is approximately \$550,000.

Neenah is proud of its educational facilities. It has a well equipped high school, which also houses the vocational school, and four ward schools, one of them now under construction. The high school has an enrollment of 250 pupils.

Fourteen churches in Neenah represent nearly all the larger denominations. Two of the churches maintain parochial schools. A full sur-

(Continued on page 19)

MENASHA, with its abundant waterpower and its strategic location at the headwaters of the Fox, is one of the most important industrial cities of the Fox river valley. It is next only to Appleton in the importance of its industries and the number of persons employed in its factories and mills.

Neenah and Menasha, in many respects, share the same characteristics. Both have great waterpower, large industries, wealthy people and civic interest. Menasha, perhaps, has a little larger population than Neenah but its assessed valuation is slightly lower.

Menasha's growth has been steady in the last decade. In 1920 its population was given as 7,214 but it is conservatively estimated at 7,500 now. The large number of new homes erected last year and the elaborate plans for 1923 indicate a very material growth in the city. Business as a general thing has been good and the city's people are prospering.

OWN TWO UTILITIES
In 1922 the assessed valuation of Menasha was \$8,665,000 and its tax rate was \$29 per thousand. The tax warrant for schools and general city purposes was \$239,000. The bonded debt of the city is approximately \$260,000, slightly more than half the legal limit for bonding purposes.

Menasha has two publicly owned utilities—waterworks and electric plant. The public utility is valued at about \$400,000 and is constantly being improved. The plant was acquired in 1905.

The pumping plant has a capacity of 6,000,000 gallons of water a day and the average daily pumping is about 1,750,000 gallons. Pressure at the hydrants in the down town section is 86 pounds to the square inch.

The municipally owned electric plant generates about half the power required by the city of Menasha; the other half is obtained from the Wisconsin Traction, Light, Heat and Power Co., of Appleton. This plant began furnishing electric current for power purposes in 1905 and for commercial lighting in 1911. The water department has 1,250 customers on its books.

Two splendid parks are owned by the city of Menasha. The larger, containing about 55 acres, is on the island, and is one of the finest in the middlewest. It is equipped with a band stand, dancing pavilion and has beautiful drives and flower beds.

Menasha's recreational park is known in Wisconsin. It is a large recreational field owned by the city, operated by a park board, and it more than pays its way. Arrangements are made with the baseball association whereby 40 per cent of the grandstand receipts on Sundays and 20 per cent on week days are turned into the park fund and last year that fund was large enough to pay for maintenance of the park and left a surplus of \$700.

Menasha is governed by a mayor and a council of ten aldermen, two elected from each ward. The city owns two municipal buildings. The old city hall now houses the fire and police departments and the coun-

oil chambers while the new municipal building purchased from the First National bank, contains the offices of the mayor, clerk, treasurer and engineer. Five policemen and thirteen firemen are employed. Nine of the firemen are subject to duty only on call and four, including the chief, are full time employees. The fire fighting equipment consists of an American LaFrance truck and a hook and ladder wagon.

EIGHT SCHOOLS IN CITY
Menasha has four grade schools, high school and three parochial schools. The public schools are under the supervision of a superintendent of schools and a board of education. Menasha has seven churches, representing the larger denominations.

Among the splendid buildings in Menasha are the Elitsha D. Smith library and the Menasha hotel. The former, built in 1898, was the gift of the late Elitsha D. Smith, founder of the Menasha Woodenware Co. Mr. Smith left a sum of money to erect the building and to endow the library. The endowment was loaned to the city which now supports the library by levying a tax of one mill on all taxable property. The library has 14,255 volumes and the staff includes three persons, with Miss Jarriet Northrup as librarian.

Hotel Menasha is a large splendidly equipped building with 70 guest rooms and a large grill in connection. It is one of the most important hotels in the Fox River valley.

SIX PAPERMILLS
Industrial Menasha gives employment to approximately 2,500 persons in the papermills, machine shops and other factories and mills. Menasha has six papermills, a wire weaving plant, several machine shops, a tractor plant, an enormous printing and publishing establishment, boiler works, the largest woodenware factory in the world, split pulley factory and shoe furniture manufacturing establishment. Like other Fox river valley cities, Menasha is affected but little by business fluctuations.

Three railroads serve Menasha. The Chicago and Northwestern, Soo line and the Chicago, Milwaukee and St. Paul road connect Menasha with all parts of the country and train service is excellent. Menasha is connected with nearby towns by two electric lines.

One of Menasha's unique institutions is the Menasha club, organized about a dozen years ago. While it is social in nature, it has done much for the city. Meetings are held every Saturday night and twice each year the most prominent men in the country are invited to deliver addresses. These dinners and speeches have attracted statewide attention. Membership in the club is determined by the members themselves.

Most of the fraternal organizations are represented in Menash and two of them—the Eagles and the Masons—own their own buildings. The Elks, Knights of Columbus and Modern Woodmen are particularly strong.

Menasha's claim to fame is based largely on the great plant of the Menasha Woodenware Co. This concern, which makes pails and containers of various kinds, employs approximately 800 persons and sends its product all over the country. Hundreds of freight cars with the name of the concern painted on them carry the company's product and give the city wide advertising.

FOX RIVER GIVES KAUKAUNA 15,000 HORSEPOWER

1,400 Men Employed In 15 Electric City Mills And Factories

Annual Production of
Papermills Valued at
\$6,000,000

KKAUKAUNA is a type of the waterpower city, like several other cities of the Fox River valley. To this Kaukauna owes most of its industrial growth and prosperity, as well as its name, "The Electric City." Thousands of dollars are saved by the Kaukauna manufacturers annually because of the waterpower they use. Even the municipality has capitalized its natural resources, purchased the hydro-electric power plant and operates it at a great saving to the residents and at a profit to the city.

The Fox river at Kaukauna has a fall of more than 50 feet within a mile and provides a waterpower, when fully harnessed, amounting to 15,000 horsepower. The waterfall affords the largest waterpower of any rapids on the Fox river. Power is developed on both sides of the river, being distributed on the north side by a navigation canal over a mile in length, containing several locks, and on the south side by a private canal.

NOT ALL DEVELOPED
Inasmuch as not all of the waterpower resources have been utilized, there are excellent opportunities for a much larger manufacturing development than has yet taken place in Kaukauna. Indeed the city in this respect holds out the promise that it will sometime take a large part in the manufacturing industry of the valley.

Power possibilities of Kaukauna are at the present time even more pronounced because it is now possible under modern electric development, transmission and distribution to transmit electrical energy to the doors of the industries, which the city's utility is doing.

The hydro-electric plant a Kau-

kauna now has a capacity of 3,500 kilowatts, most of which is used by the manufacturing industries. Future plans include an additional plant which will bring the utility's total electric horsepower capacity up to 10,000.

PAPER MAKING LEADS

Early manufacturing industries in Kaukauna were dependent upon raw materials produced in the vicinity and the products were sold nearby. The original raw material was timber, which gave rise to various saw mills, and subsidiary lumbering industries. This was later in general superseded by the manufacture of flour and the flouring mills next gave way to the pulp and paper mills, which remain today the principal industry of Kaukauna.

The first paper mill was located in Kaukauna in 1873-74, or just 50 years ago. The pulpwood forests in those days reached to the very doors of the paper making plants. By 1890 there were several pulp and paper mills in Kaukauna some of which are in existence to this day.

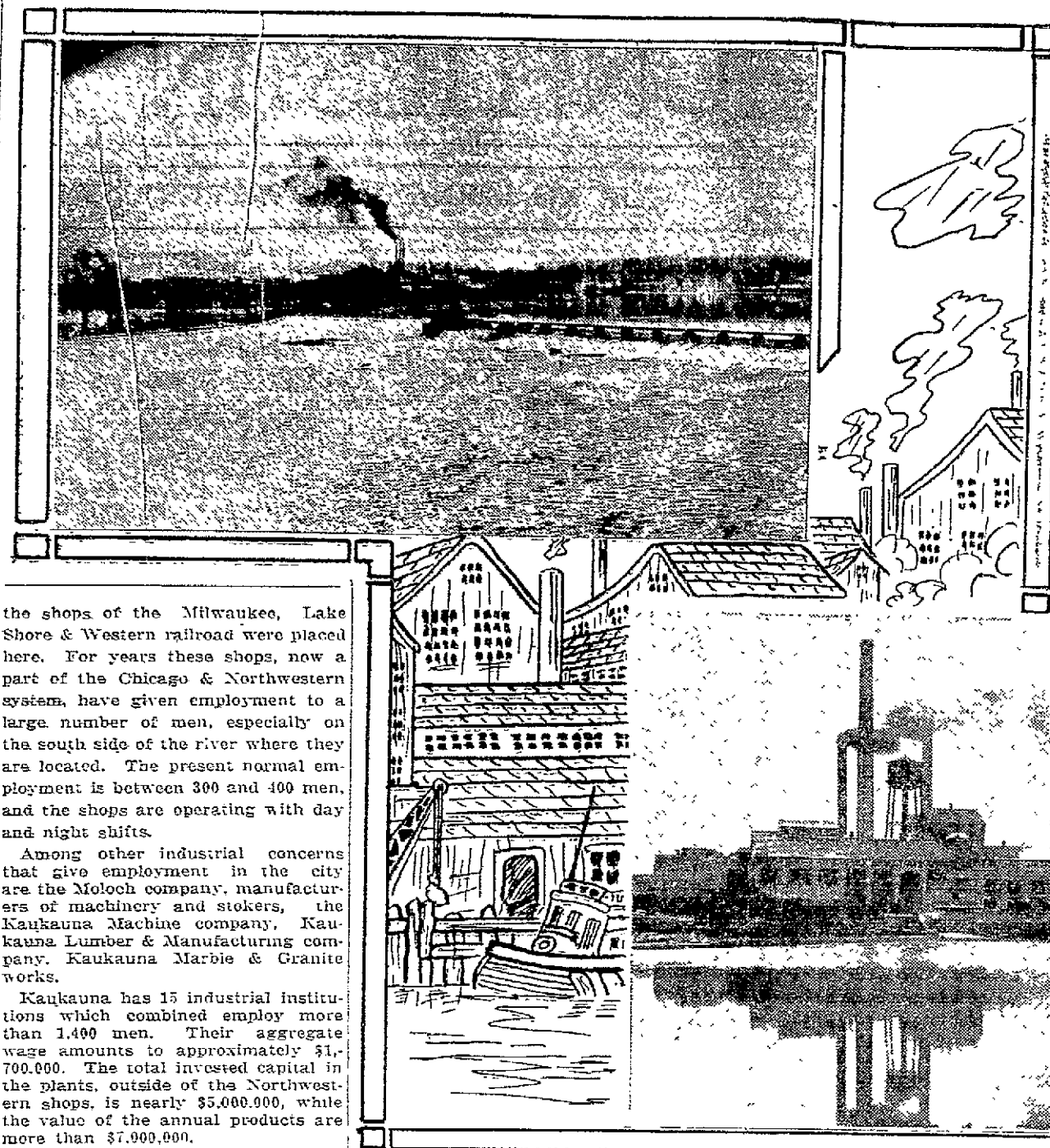
SEVEN PAPER MILLS

There are now seven mills of the papermaking industry in the city, all of which make either paper, ground wood pulp or sulphate. The three largest firms alone have a total invested capital of more than \$4,000,000, with annual products valued at between \$5,000,000 and \$8,500,000. The largest of these firms, the Thilmany Pulp and Paper company, next to the Kimberly-Clark company is the largest employer of help in the valley. It operates two mills in Kaukauna. The papermills at Kaukauna employ approximately 1,000 men. The mills are Thilmany pulp and paper mill, Thilmany Sulphate mill, Union Bag & Paper Co., Outagamie Paper company, Badger Tissue company, Kaukauna Paper Co., Kaukauna Ground Wood Pulp Co. Paper products are shipped out of Kaukauna at the rate of 100 carloads a month.

BIG RAILROAD SHOPS

But paper making is not the only industry in Kaukauna. The city experienced a big boom in 1890 when

WATERPOWER AND PAPERMILL AT KAUKAUNA



THE UPPER PICTURE SHOWS ONE OF THE DAMS IN KAUKAUNA WHERE ABOUT 15,000 HORSEPOWER IS POSSIBLE. THE LOWER PICTURE SHOWS ONE OF THE THILMANY PAPER MILLS. THE ANNUAL PRODUCT OF THE SEVEN KAUKAUNA PAPERMILLS IS ESTIMATED AT \$6,000,000.

Kaukauna's New City Hall Is First Municipal Building In World Heated By Electricity

City Operates Its Own Electric Plant And Waterworks And Makes Them Pay An Excellent Profit

KKAUKAUNA is one of the few cities of the United States that own their public utilities and distribute not only water, but light, heat and power. It has demonstrated beyond doubt that cities can own and operate public utilities at a saving to the people and a profit to the municipality.

Administration of the water and electric departments is attended to in the new municipal building which is the first of its kind in the United States to be electrically heated. J. O. Possum is manager of both departments.

Kaukauna's waterworks were never privately owned, but were installed by the city in 1898. Its source of water supply is in a set of three artesian wells, which have a flowage of 1,500 gallons a minute. The population consumes daily 200,000 gallons of pure and wholesome water that is pumped through 20 miles of mains.

BOUGHT POWER PLANT

The electric plant was acquired by the city in 1913 from the Kaukauna Gas & Electric Light & Power company with the proceeds of a bond issue of \$50,000. The plant is now valued at \$206,210, without allowing for depreciation.

Kaukauna's hydro electric power plant has a capacity of more than 5,000 kilowatts. Plans are being made to add a unit to the plant that will provide 4,000 additional electric horsepower for further industrial and commercial purposes.

Receipts of this department last year totaled \$205,000. Its current electric rates are among the lowest in the state. The department has one customer for every three persons in Kaukauna.

\$146,000 PROFITS

From the profits of this utility the department has erected the new municipal building, thus obviating the necessity of levying a tax upon the

people. Up to April 1, about \$146,000 had been invested in the building on which there is absolutely no debt.

The unique manner of heating the building is through transformation from 2,300 volts to 220 volts and distribution to the various radiators recessed in the walls. The total connected load is 390 kilowatts, but the average load needed to heat the building is 150 kilowatts. Heating of the postoffice which is located in the building is automatically controlled. The same method of heat regulation will later be installed in all parts of the building to affect greater uniformity of heat and a saving of electricity.

SYSTEM IS SUCCESS

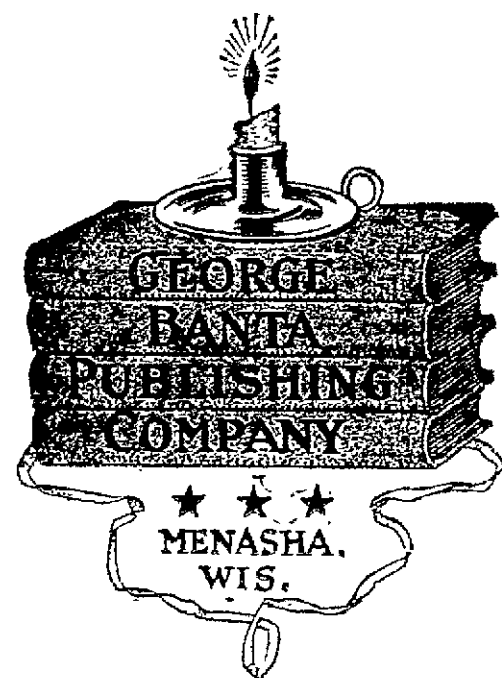
The cost of heating the building in the coldest month of the winter was \$307. The lowest monthly cost was \$154. The heating system has proven a complete success and has never caused the least trouble, according to Mr. Possum.

Auxiliary steam boilers are installed in the building for any emergency that might arise. The building is ready to be piped for heating through this method. The police and fire departments are already equipped for either electric or steam heating. One of the boilers is heated by coal, the other by fuel oil.

A smaller boiler, also heated by oil, heats the swimming pool. The water is purified by ultra violet ray treatment and changed every three months. According to government tests water thus treated has the standard of purity of drinking water even a year after filling.

The main tank from which hot water is furnished for the lavatories, shower baths and domestic science rooms of the vocational school in the building, is heated electrically. The department will shortly install a water softener for this use.

In the basement of the municipal building are the shower baths, swimming pools, vocational school machine shop and storerooms. The ground floor has the postoffice, water and electric departments, police department and fire department. The vocational school, the city council chambers and offices of the city nurse, clerk and treasurer are on the second floor.



WE HAVE HERE—

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The Collegiate Press

GEORGE BANTA PUBLISHING COMPANY
MENASHA, WISCONSIN

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TWIN CITIES ARE WELL EQUIPPED FOR EDUCATION

Neenah Is Planning To Erect New High School Building To Cost Approximately \$300,000

Accommodations For 500 Students Will Be Provided In New School—One Building Finished

NEENAH, in common with other growing cities, has its school problems but it is taking a far-sighted view in meeting them. Determined that the young people of the city shall be given the best educational facilities that are possible, the city is not waiting until congestion in schools is so great that efficiency is impossible before tackling the problem. One new school building now is being completed and preparations are under way to build another.

Neenah contemplates the erection of a huge school building to take care of the senior high school pupils and the vocational school. The present high school building erected in 1907 was designed to take care of 250 students but now there are 350 enrolled, besides the vocational school pupils. The assembly room cannot accommodate the large enrollment and there are not enough classrooms.

COST \$300,000

It is proposed to erect the new building east of the present structure. The site has not yet been acquired but has been tentatively selected. It is estimated that the structure will cost in the neighborhood of \$300,000 and will be equipped with a gymnasium and auditorium. Accommodations for 500 students will be provided. Shops for the high school and vocational manual training and domestic science departments will be included in the building. The common council, it is

said, indorses the movement. It is probable that the proposition of bonding the city for school purposes will be submitted to the people soon.

The present high school building will be used as a junior high school to take care of the seventh and eighth grades from the ward schools and the freshmen class of the high school.

Neenah now has four ward schools and one parochial school with a total enrollment of 1,145. Of these children, about 100 attend the parochial school. Quite a number of Neenah children also attend St. Patrick school at Menasha. The faculty consists of 52 teachers including the superintendent of schools.

The graded school enrollment in Neenah amounted to 963 this year that of the high school 380 and that of the vocational school 68.

NEENAH POSTOFFICE DOES \$50,000 BUSINESS

AMONG Neenah's public buildings, there is one to which the residents point with pride, and that is the federal building, or postoffice, which is comparatively a new structure. It is a beautiful building, erected at a cost of \$80,000 just before the great ascent in building prices and therefore valued at considerably more.

The postoffice is located on a

Neenah's newest ward school is Roosevelt school, now being completed. This structure will cost about \$75,000 and can accommodate about 400 pupils. The building will be ready for occupancy by the beginning of the next school year. This structure is in the Third ward. First ward school is known as Washington school. Second ward as Lincoln school and Fourth ward as McKinley school.

Neenah school affairs are administered by a superintendent of schools and a board of education of five members, elected by the common council. Each ward is represented on the board.

About one-third of Neenah's budget is devoted for schools. The school tax this year was 12 1/2 mills, while the tax for the industrial school was 1 1/2 mills. The total school budget, not including the state aid was \$177,668, and that for the vocational school was \$12,195. Money, including the state aid, were distributed among the schools as follows: Vocational school \$16,600, high school \$38,236, grade schools \$151,885. Fresh air school, \$2,150, fresh air camp, \$1,200.

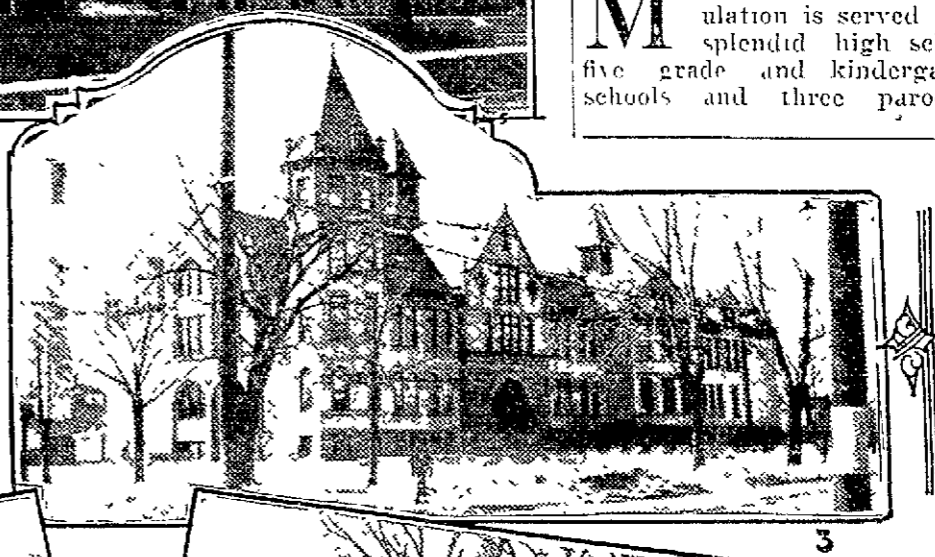
handsome residence street, at the corner of South Commercial-st and West Columbia-ave, within close reach of the central business district.

It has been rated as a postoffice of the first class for some time and its postal business has been increasing from year to year. The gross receipts average more than \$50,000 a year.

MODERN EQUIPMENT

All the necessary equipment in furniture and fixtures usually found in

TWIN CITIES HAVE FINE SCHOOL BUILDINGS



(1) JUNIOR HIGH SCHOOL AT NEENAH (2) FIFTH WARD SCHOOL AT MENASHA (3) MENASHA HIGH SCHOOL (4) WASHINGTON SCHOOL, NEENAH (5) ST. PATRICK PAROCHIAL SCHOOL, MENASHA

modern postoffices are included in the building. A canceling machine does away with the tedious method of stamping first class mail by hand. It cancels and counts the mail with a remarkable speed. The average number of pieces of first class mail passing through the machine in a day is 6,000.

There are five city letter carriers who make two deliveries daily in the residence section and three deliveries in the business district with a corresponding number of collections.

Four rural free delivery routes lead from the Neenah postoffice and supply the surrounding farming country with daily mail deliveries. Lake Winnebago, which lies to the west and the south of the city prevent extensions of routes in that direction.

Five postal clerks attend to the work in the office such as sorting, distributing and dispatching mail, besides waiting on the patrons. Col. John F. Schneller is postmaster and A. F. Annemann is assistant postmaster.

2,281 Pupils Are Enrolled In Nine Menasha Schools

One-fourth of City's Budget is Devoted to Education

MENASHA'S school population is served by a splendid high school, five grade and kindergarten schools and three parochial

schools. Schools are administered by a board of education consisting of five members, one from each ward, and a superintendent of schools. This last named officer is held by O. H. Plenzke who is maintaining a high record of efficiency in school administration.

The school population of Menasha, according to the last census, was 2,440. The total enrollment in all schools in the city is 2,281, which includes, of course, a number of children from the rural sections. The high school has an enrollment of 213. Thirty-six teachers are employed by the city, fourteen in the high school and twenty-two in the ward schools.

The high school is a large building, well equipped. The offices of the superintendent of schools are in this building. Most of the ward schools are substantial brick structures, with equipment necessary to efficient teaching of the young.

St. Mary parochial school probably is the largest in the city, aside from the high school. It has nearly half of the total enrollment of 813 in the city's three parochial schools. A large addition recently was built to the structure.

Menasha at present is not contemplating additions to its school system. The buildings now in use are said to be quite adequate to the city's needs for some time.

About one-fourth of the city's budget is devoted to the maintenance of schools. For the support of the high school and ward schools, the city this year raised \$40,000, while \$11,000 was raised for the vocational school. The total tax levy was \$251,000. This shows that Menasha taxpayers are paying annually \$47 for every pupil enrolled in the city's schools.

Should every one of Menasha's public schools be rebuilt, it would take approximately \$125,000 to replace them. The public schools are the Central school which houses the high, vocational school and some grades, and three elementary schools, the Fifth ward, Third ward and Second ward schools. The ward schools have an enrollment of 975 while the vocational school has an enrollment of 250.

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Mowry Smith

E. E. Haskin

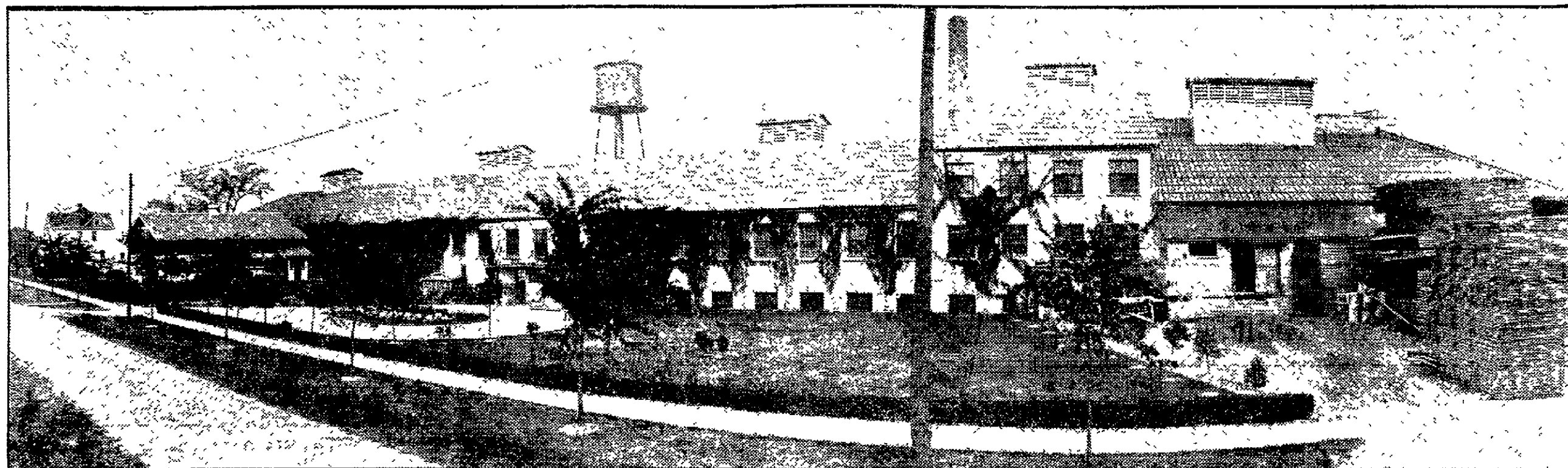
Carlton R. Smith

D. C. Shepard

J. D. Schmerein

Appleton Coated Paper Company

APPLETON, WISCONSIN

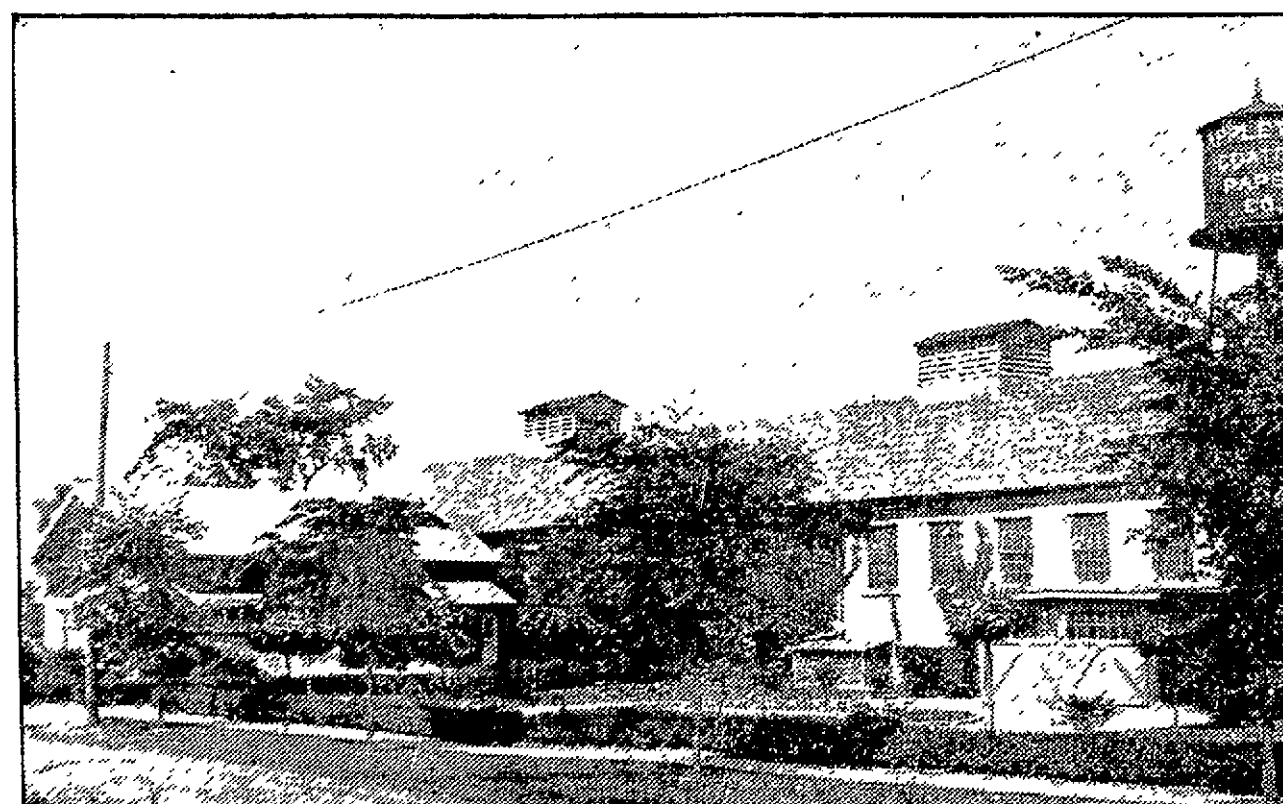


VIEW OF WEST ELEVATION—MAIN BUILDING

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Average Annual Payroll For The Last Three Years — — — — — \$182,762.00

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VIEW OF OFFICE AND GROUNDS

The Illustrated Section Folded on the Outside of This Edition is Printed On Our 60 Pound Empress Enamel Book

TWIN CITIES NOTED FOR THEIR PALATIAL HOMES

Residences Of Industrial Princes Of Valley Are Show Places Of Neenah-Menasha

Many Types Of Architecture Found Among The Fine Mansions Of The Twin Cities

NEENAH — "Land of Water" — and Menasha — "Island" — are suggestive of something more than waterpower and factories. The names convey a picture of beautiful land and water scenes far removed from the smoke and the grinding wheels of industry. Endowed with lakes and streams, such as are typical only in Wisconsin, the cities have made them the background of attractive parks and the best residential section.

It is in the latter respect that Neenah has gained widespread fame. It is preeminently a city of beautiful homes, and visitors come afar to admire them. The money that has been lavished upon them has contributed to make Neenah known as one of the wealthiest cities of its size in the United States.

NEENAH'S PRIDE

The eastern portion of the city is in itself a park. Its city streets, of an average width of 70 feet, its generous avenues—one of them Wisconsin ave being 100 feet wide—its charming drives following the ever varying borders of the lake and the river, all combine to make this a seductive spot. It is the city's pride to boast, and, hence, the kind of place to which the residents take strangers and ask them if they ever saw anything like it.

Dot island, a place of great historical interest, it having been the place of residence of Wisconsin's first territorial governor (James Duane Doty), is shared by both Neenah and Menasha. The dividing line of the cities is Nicolet blvd., so called because of the landing place of Jean Nicolet, the first white man to explore the Northwest 200 years ago. The thoroughfare is one of the avenues of beauty.

CITY OF HOMES

Neenah is essentially a city of homes. It has more than 1,400 home owners of a population of 7,500, and the percentage of home owners runs nearly 90 per cent. Its well paved avenues are lined with luxuriant shade trees, especially elms and maples. Perhaps the city is blessed with

more shade trees than any city of its size in the west.

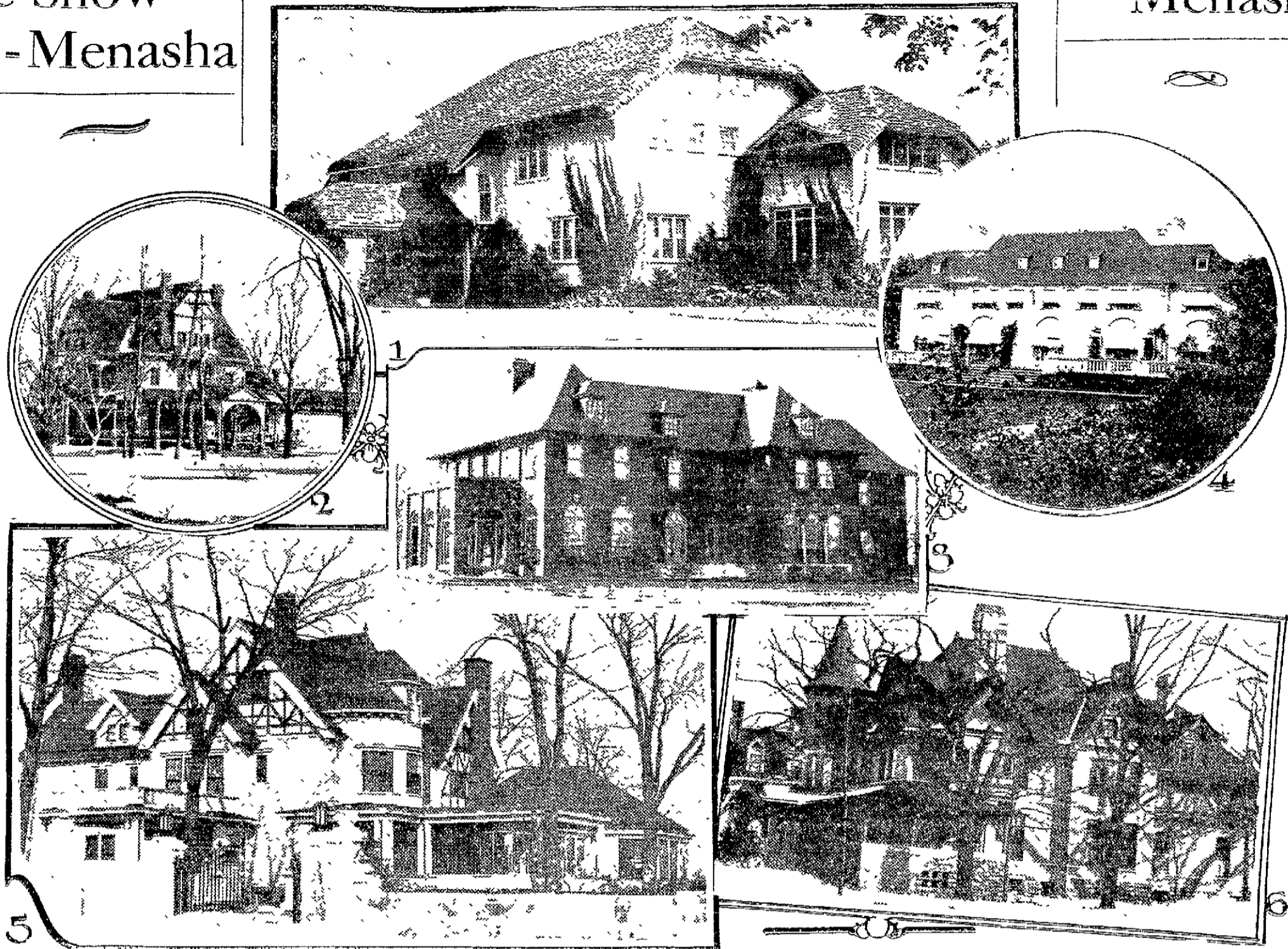
Many years ago property on river and lake fronts was undesirable and was always assessed at a low figure. In many cities this territory was left to railroads. Within recent years has come a greater appreciation of the scenery along the banks of the Fox river and the shore of Lake Winnebago. It has not only resulted in the building of cottages along the water but also in the erection of beautiful homes on city water fronts.

MANY TYPES OF HOUSES

One will meet with many different types of architecture, ranging from the Colonial to that resembling an English manor house. Some of them are of a modest size, but exquisite in design, and some are actually palatial. Unlike the city homes with small lawns stretching unbroken to the sidewalk, many homes are generously provided with large lawns and gardens enclosed by artistic walls and gates, and thus follow the type of suburban and country homes. Beautiful flower beds clinging vines, ivy clematis shrubbery and hedges are in profusion. Everywhere one finds a succession of pictures unusually beautiful in color.

Among beautiful homes on the Menasha side of Nicolet blvd. are those of Christ Walter, Edwin E. Haskins, S. H. Chedinst own a handsome home on N. 1st st., Menasha. Forest-ave and Wisconsin ave. beside Nicolet blvd. are among the most beautiful residential streets of Neenah. Two fine Neenah homes on the last mentioned street are those of George A. Whiting and Mowry Smith. E. D. Beals, W. C. Wing and George Gilbert own beautiful homes on N. Park-ave. The greatest number of handsome homes are on East Forest-ave and East Wisconsin ave. On the former street there are the homes of D. W. Bagstrom, Carleton R. Smith, John Stange, Mrs. D. C. Sherard, Ernst Mahler. On Wisconsin ave. there are the homes of N. E. Blokan, F. J. Sensenbrenner, C. B. Clark, Mrs. Gertrude Haidin, S. F. Shattuck, J. C. Kimbely, Charles A. Babcock, and H. K. Babcock.

A FEW TWIN CITY MANSIONS



(1) A. C. GILBERT RESIDENCE, (2) HOME OF LATE ELISHA D. SMITH NOW UNOCCUPIED (3) D. W. BERGSTROM JR. HOME (4) RESIDENCE OF W. C. WING (5) E. E. HASKINS HOME, (6) HOME ON HAVILAN BARCOCK ESTATE

PUBLIC BUILDINGS

The public and semi public buildings of Neenah are one of its greatest boasts. The fame of Valley Inn, its splendid hotel is statewide. It was built by merchants and manufacturers of Neenah and is a monument to the city. Theda Clark hospital, the gift of Theda Clark Feters is a fine institution, well equipped and provided with a large staff of nurses and doctors. Special attention is given to obstetrical work in this hospital.

Among Neenah's other buildings are its library with 14,000 volumes and an annual circulation of 42,000 books. S. A. Cook's gift of the late S. A. Cook to the city of Neenah is a beautiful and thoughtfully designed structure, E. F. U. Building, home office of the Equitable Fraternal Union, Neenah theater and Neenah city hall.

CHEESE SHIPPING CENTER

A large and exceedingly rich farming community is tributary to Neenah. It is in the center of a wealthy dairy ing section and Neenah has developed into an important cheese shipping center. Last year more than 10,000,000 pounds of cheese were handled by the two cheese warehouses in the city.

Much progress has been made in improving Neenah's streets. About seven miles of the total 25 miles in the city are paved. A four 12 miles of sewer and 15 miles of watermain have been laid.

Practically all of the large national organizations are represented in Neenah. The Eagles and the Knights of Pythias own their own buildings while the Alpha Epsilon Medical Woodmen and a host of other organizations rent their quarters.

Postal Business In Menasha Increasing

City Will Have Second Class Postoffice After July 1

THE rapidly swelling business of the Menasha postoffice has been a problem in that community. The amount of gross receipts, the money order business and the number of letters, newspapers and parcels handled have this year increased about 12 per cent over the business of last year.

Because of the constant increases, the postal business here has reached a stage by which it automatically becomes an office of the first class. Menasha postoffice will assume the responsibilities and privileges of a first class office on July 1.

It will also become necessary this year to expand, for the office has outgrown its present quarters. Either of two things are inevitable—the present quarters will need an addition or the office will move into new and larger quarters. Menasha is on the waiting list for a new federal building in the near future.

Postal receipts for the year 1922 totaled more than \$40,000. The business is carried on under the direction of W. H. Pierce, postmaster. He is assisted in the office by four postal clerks. Several daily deliveries and collections are made throughout the city by five letter carriers.

The postoffice, it is strange to say, has but one rural route and carrier. This is due to the peculiar location of Menasha as it is shut off of rural territory on the east by Lake Winnebago and on the west by Little Lake Butte des Morts. Rural territory in the south is served by its sister city, Neenah.

Neenah Proud Of Its Wealth and Beauty

(Continued from page 13)

very indicated that 90 per cent of Neenah people are affiliated with the churches.

Neenah has no so-called foreign element. It is practically free from districts. The vast majority of people own their own homes. In 1922 the number of home owners was estimated at 1,450, indicating that nearly 90 per cent of the people live in houses which they own. There was considerable building last year. About 30 new residences were erected and more will be built in 1923.

THREE BANKS IN NEENAH

Neenah is served by three banks—two national and one state. These banks have a combined capitalization of \$235,000 and surplus of \$214,000. Deposits aggregate about \$3,300,000. All the banks are housed in splendid homes. An imposing new banking structure is being built for the Merchants and Manufacturers bank.

Industrially Neenah is very fortunately situated. It has a most diversified industrial population and as a result it never is affected seriously by business fluctuations. Approximately 2,000 people are employed in Neenah's industries.

Lake in most central Fox river valley cities, the manufacture of paper is the most important industry. Neenah has three paper mills, a number of paper converting and jobbing plants, mills for the manufacture of paper mill machinery and equipment. In addition Neenah has a large stove and furnace plant, three foundries, brass and aluminum foundries, a huge textile plant, cellulose plant, cheese box factory, boat works, shoe factory, rag waste plant, a very large hardwoods product plant, cement block factory, two wholesale cheese warehouses and a number of smaller factories and institutions.

Neenah is served by two railroads and two street car companies. Thirty-five passengers and express trains over the Chicago and Northwestern and the Soo line give splendid connections with the markets and the rail roads afford direct connections with the sources of supply for the manufacturing plants. The Wisconsin Traction, Light, Heat and Power Co. interurban lines connect Neenah with the northern half of the Fox River

valley and the Eastern Wisconsin lines connect with the south. Half Neenah is located on Highway 15, the great concrete road from St. Louis to the Michigan line, the longest concrete highway in the world.

BOATING

The Great Outdoor Pleasure

The Fox River Valley with its abundance of navigable lakes and rivers affords the boat owner ample opportunity to enjoy the delightful, healthful and invigorating recreation of boating.

Whether it be in the form of pleasure cruising in a gasoline launch, hunting or fishing, the right kind of water craft is essential in order to extract the greatest possible amount of benefit and pleasure.

THIRTY YEARS EXPERIENCE in the building of boats, from the smallest skiff to large power boats of fifty foot lengths, enables us to assure you of a boat that is the utmost in craftsmanship, beauty and efficiency.

If you wish to have a boat built—gasoline launch, hunting or fishing skiff, or rowboat, we will be glad to construct it according to your own individual requirements.

FOX RIVER BOAT CO.

Andrew Lind, Proprietor
Agency for "Old Town" Canoes

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Hardwood Products Corporation

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"Neenah Blue Diamond"
Wood Products

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Veneer Mills
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KAUKAUNA AND APPLETON

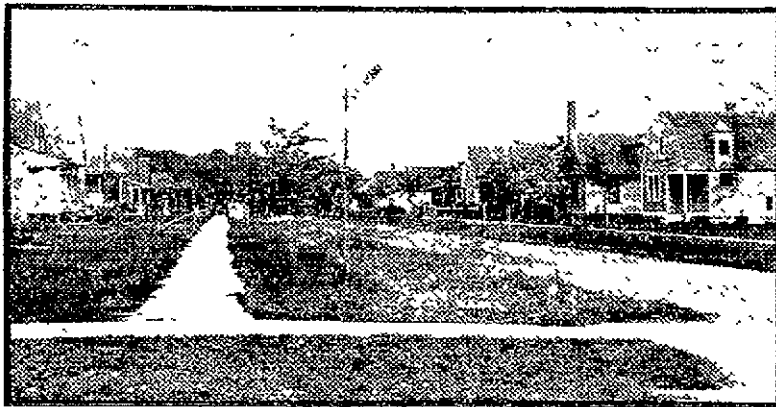
Lightweight Wrapping and Special Papers

Eighty Tons Daily

OUTAGAMIE COUNTY LANDSCAPE DOTTED WITH BEAUTIFUL VILLAGES AND WEALTHY CITIES

Prosperous Farmers Do Their Trading In These Towns

RESIDENCE STREET IN KIMBERLY



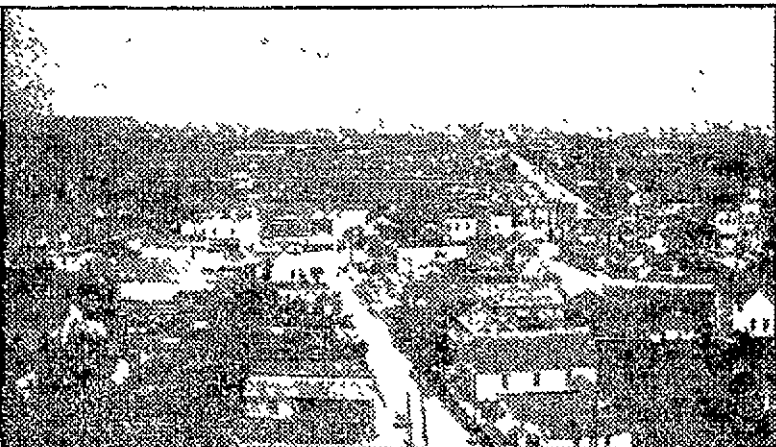
SECTION OF DALE MAIN STREET



HORTONVILLE BUSINESS STREET



BIRDSEYE VIEW OF LITTLE CHUTE



WINTER IN COMBINED LOCKS



Prosperity Of County Villages And Cities Is Based Largely On Rich Farming Country

IN THE heart of the great Fox river valley of Wisconsin lies the County of Outagamie, with its thriving cities and villages, its rich lands and its prosperous people. A more contented and a more prosperous community cannot be found anywhere in Wisconsin or in the middle west for that matter. The story of the Central Fox River Valley would not be complete if it did not include an account of the prosperity and advancement of the communities which make up Outagamie county.

On this page are pictures and brief articles descriptive of Outagamie county cities and villages. A full page could be devoted to each of these communities but space limitations make brevity and conciseness necessary. The following short descriptive articles tell in a measure why Outagamie county is one of the most prosperous and most desirable to live in in Wisconsin.

KIMBERLY

Kimberly village is located on the Fox river, three and one-half miles east from Appleton. The village is served by two branches of the Chicago & Northwestern Railroad, two improved highways, two bus lines, and the Wisconsin Traction, Light, Heat and Power company's interurban line. One railroad, one highway and one bus line is on each side of the river. The population of Kimberly is 1,900.

Kimberly is noted for its great water power, the Kimberly Clark Company paper mill, one of the largest in the world, the up-to-date plan of the village, for its recreational institutions and for its general thrift and industry.

The largest part of the village is located south of the Fox river on the east end of a tract about a mile wide and three miles long bordering the river on the west and extending to the north of the river in a strip about two miles wide and three miles long and containing about 5,120 acres. This tract is dotted with highly improved farms and all the crops common to Outagamie-co are raised on them.

These farm industries and the thrift, industry, intelligence and needs of the farmers, contribute considerably to the prosperity of the village of Kimberly. But to the business men of Kimberly, to the working men and to the Kimberly Clark Company is due the greater part of the credit for the rapid growth, the appearance and the industrial importance of Kimberly in Outagamie-co and beyond.

DALE

Dale is a village of 200 population situated on the Yellowstone trail and on the Soo railway about twelve miles west of Appleton.

Surrounding Dale is an exceedingly rich farming territory. The principal farm products are hay, corn, small grains and an exceedingly large quantity of high grade potatoes. Hog raising and dairying are becoming increasingly important industries of farmers near Dale.

The village is the shipping point for the farm products of the surrounding country. A large cooperative association of farmers ships its own live stock and cabbage and potatoes and buys its farm machinery, binding twine, feed and fertilizer cooperatively in large lots. More potatoes are shipped from Dale than from any other point in the county.

Dale has two general stores, two hotels, two warehouses, one drug store, one farm implement shop, one blacksmith shop, one meat market, one blacksmith shop, a barber shop, three garages, one furniture store, a bank, cheese factory, a public school and churches of several denominations. Dale is a progressive village in a splendid location for business.

HORTONVILLE

The village of Hortonville, with a population of about 1,000 is situated on the Ashland division of the Chicago and Northwestern railroad, twelve miles northwest of Appleton and seven miles southeast of New London. It is located near the edge of one of the most fertile regions of Outagamie-co.

Hortonville received its name from Alonzo Horton, who settled in the village previous to the Civil war. Later he went to California and was instrumental in founding the city of San Diego. The variety of soil in and about Hortonville gives the farmers every advantage in raising practically every kind of crop found in the country. The territory about Hortonville is rapidly developing into a rich dairying country.

The principal industries in Hortonville are a large canning plant, sawmill, knit and flour mill, cold storage plants, and elevators. Hortonville has two banks, four garages, three general stores, two hardware stores and a number of other mercantile establishments. It has a splendid high school and grade school, two parochial schools, four churches, and the finest auditorium in any small city in Outagamie-co. Hortonville is the seat of the Outagamie County Agricultural association, which holds a fair every year. One newspaper, a weekly, is printed in Hortonville. A farmers' insurance company has its main office in the village.

Hortonville is a pretty village and its citizens are showing a commendable spirit of progressiveness.

LITTLE CHUTE

Little Chute has the distinction of being the oldest village in Outagamie-co. But the age of Little Chute does not mean wrinkles, decrepitude and decline for during the last quarter of a cen-

tury the village has so grown and developed that it now overtops the standards of population, boundary, industry and wealth, set up and established by the largest villages in the county.

The directory gives Little Chute a population of 3,250. The village is located on the Fox river, four miles from Appleton and three miles from Kaukauna. The village is penetrated by two branches of the Northwestern railway, two bus lines, one interurban, electric line and four improved state highways. It has one of the best water powers on the river that supplies power to a pulp mill and a grist mill. It is well provided with business places, bank, amusement, public and parochial schools and church. Most of the mechanics and working people are engaged in the mills of the village, Kaukauna, Kimberly, Appleton and Combined Locks.

The soils surrounding Little Chute being very productive, turn great quantities of hay, sugar beets, dairy products and live stock into Little Chute as a shipping point.

FREEDOM

This village is directly north of Little Chute seven miles distant on the Apple Creek Freedom highway, in the center of a rich agricultural district. The diversified farming that is carried on about the village depends primarily upon the variety of soils. Three predominating belts of soil extend from southwest to northeast parallel with each other through the town of Freedom. The first to the northwest is the Kewaunee loam belt. To the east of this belt along the Apple Creek Freedom is a belt of Kewaunee fine sandy loam. To the east of this is a belt of Superior silt loam and east of the latter is a belt of Superior clay loam. Such a variety of soils gives Freedom an advantage in diversified farming. Yet Freedom village and the farmers living about Freedom depend in a large measure upon raising stock and dairying for their prosperity.

The population of Freedom village is given at 200. The village contains a bank, three general stores, hotel, cheese factory, blacksmith shop, garage, high school, large parochial school and one of the largest and finest Catholic churches to be found in Outagamie-co or in any county.

SEYMOUR

Seymour is a thriving, prosperous city of about 1,300 people in the northeast corner of Outagamie-co where it serves an immensely rich farming country as a trading center. Seymour is unique in that it never was a village. It was incorporated as a city in 1879, seven years after the railroad was built. The city received its name from Horatio Seymour, former governor of New York, who at that time was an extensive landowner in the town.

The territory in and about Seymour received its first settler in 1857 and for a number of years less than a half dozen families lived in the entire section of what is now the town and city of Seymour. Its more rapid development began with the building of the railroad in the early seventies.

Farming about Seymour is a very well developed and the farmers for many miles on all sides of the city do their trading here. It is an important shipping center for livestock and farm products.

Seymour has a well equipped high school, five churches, two banks, a weekly newspaper, a cooperative creamery, telephone exchange, several garages, a number of retail and wholesale lumber concerns and a large number of mercantile establishments.

No single organization has given Seymour as much advertising as the Seymour Fair and Driving Park association which annually holds one of the best fairs in northwestern Wisconsin. This association, by encouraging excellence in farm products, has assisted in developing the prosperity of the farming community.

Seymour's population is growing steadily. New houses are being built every year and improvements are being made in the city. As the wealth of its farming community increases, Seymour is increasing its importance as a trading center.

SHIOCTON

Shiocton can claim distinction of being the only village of Outagamie-co situated on the Wolf river, although that river traverses the county a great distance, and of being in the heart of the most productive garden spot in Wisconsin. It is a village of shady, winding streets, neat, comfortable homes, well kept towns, modern schools, influential churches, prosperous business places and capacious warehouses.

But this isn't all. As long as the English language is spoken and as long as people are raised above the humdrum of daily life by song, "Silver Threads Among the Gold" will add lustre to the village of Shiocton and keep its name fresh in the annals of fame for being the home of the late Eben B. Rexford.

There are 601 people living in Shiocton, the enrollment of the high school is 101 and the grades 137. And the assessed valuation is \$326,112.

The business places consist of one bank, two hotels, two hardware stores, four general stores, two garages, one drug store, one milk station, three cold storage plants, one pickle factory, one farm implement store, a cheese store, a restaurant, two blacksmith shops, one barber shop, one meat market, a furniture store, a lumber and coal yard, one grist mill and a sugar beet dump.

These business places draw their trade not only from the village people but from a wide circle of farmers about Shiocton.

In the fall, the road leading to Shiocton are packed with cabbage wagons and trucks going

to unload at freight car or warehouse, or returning empty to repeat the process.

Shiocton does not raise cabbage enough to supply the world now but it is heading that way with annual shipments of from 700 to 800 cars. This large outgo of cabbage gives Shiocton the credit of being the largest shipping point for cabbage direct from the grower in the United States.

The cabbage warehouses of Shiocton have a storing capacity of 2,500 tons.

BLACK CREEK

Black Creek is situated on the Green Bay and Western and the Soo railroads and on highway 47, in the center of a rich, productive dairy and farming district of Outagamie-co. The village enjoys a great amount of tourist travel and trade when the season is on and a steadily increasing amount of trade with farmers throughout the year.

The population of the village is 515 and the public school enrollment is 170. The assessed valuation is \$499,200. In the village are two Lutheran churches, one Methodist church, and one Catholic church.

The business of the village is done by one bank, two hardware stores, five general stores, a conditery, a cheese factory and butter factory, a grist mill, a cold storage plant, a pickle plant, three farm implement stores, a shoe store, a restaurant, a meat market, two garages, two blacksmith shops, a barber shop, a furniture store, a lumber and coal yard, a flour and feed store, a tile plant, two oil stations, two sugar beet dumps and two farmers' live stock shipping associations and two hotels.

Black Creek ships live stock, dairy products, cabbage, sugar beets and other farm products in large quantities.

BEAR CREEK

Bear Creek is a brisk little village located on the Chicago and Northwestern Railroad twenty-five miles northwest of Appleton. It has the distinction of being the farthest removed village from the county seat.

The village is provided with a high school, a parochial school, Catholic and Protestant churches, bank, meat market, two hardware stores, three garages, two blacksmith shops, drug store, several general stores, farm implement stores, a pickle factory, kraut factory, cabbage and potato warehouses, grain elevator, lumber yard, coal yard, sugar beet dump, creamery, stock yards, and a farmers' cooperative store.

Bear Creek being distant from large trading in the center of a rich agricultural district, is doing a big mercantile business and handling large quantities of live stock, cabbage, cucumbers, potatoes, grain, feed and dairy products. It is one of the more prosperous villages of the county.

NICHOLS

Among the villages of Outagamie-co, Nichols is the youngest but it has a population of nearly 500 and is doing big business.

The village enjoys all the modern improvements and conveniences, including improved streets, good schools, a water works system, drawing its supply from an artesian well—and electric lights.

General stores, farm implement shops, hardware stores, and the Fraser Lumber Company, supply the residents and nearby farmers and the Out Way Preserving Company, The Nichols Manufacturing Company and the All American Casket Company, with buildings under construction, a creamery, a grist mill, a saw and planing mill, stores and garages furnish the people employment.

The rapid growth of Nichols is a surprise to the other villages of the county.

COMBINED LOCKS

This community is the youngest village in Outagamie-co. It was incorporated about two years ago. For years it was part of the town of Buchanan but the citizens of the progressive little town wanted village privileges and incorporation followed.

Combined Locks probably is the most picturesque village in the county. The beautiful drive through the village is the delight of motorists. The Combined Locks Paper Co mill, one of the largest in Wisconsin, is located in the village. Because of the large income tax paid by that company, the tax rate on real estate and personal property in the village is exceedingly low. Combined Locks has a school and a few stores. Most of the trading is done at Little Chute and Kaukauna which are very nearby.

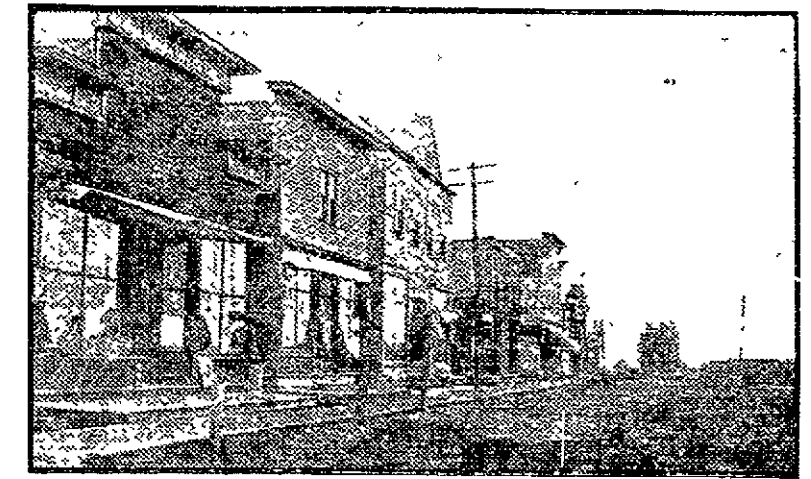
SMALL VILLAGES

In addition to ten cities and villages described above, Outagamie-co has a number of smaller communities, all of which are of considerable importance as trading centers for farmers in their immediate vicinities. These hamlets include Ringhamton, Twelve Corners, Five Corners, Isanar, Stephenville, Mackville, Medina, Greenville and Sugar Bush. All of these small communities have general stores, most have blacksmith shops, garages and creameries or cheese factories.

The network of concrete and improved highways in Outagamie-co make these small towns easily accessible and they are busy communities. Most of the towns have auditoriums or halls where dances and parties are frequently held.

Good Roads Connect These Villages Of Outagamie County

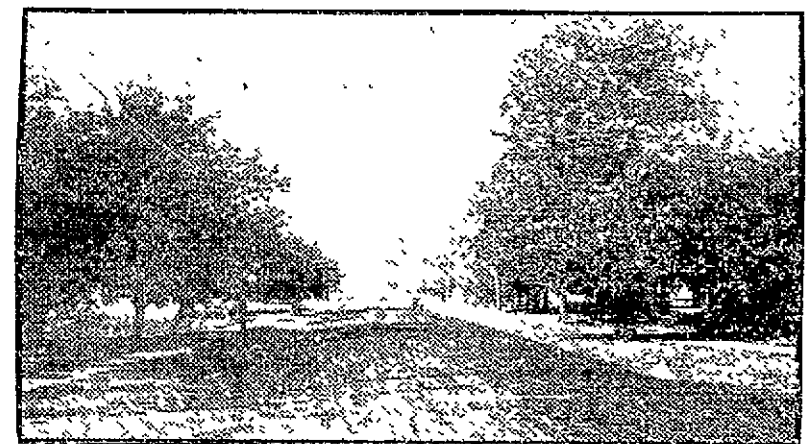
MAIN STREET IN BLACK CREEK



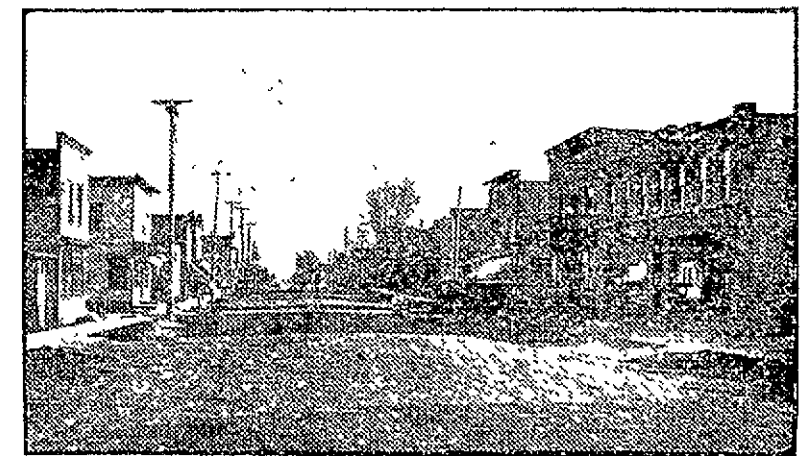
FARMERS MEET IN FREEDOM



APPROACH TO SEYMOUR



BEAR CREEK BUSINESS STREET



QUIET DAY IN SHIOCTON



MENASHA PRINTING AND CARTON COMPANY

General Offices at Menasha, Wisconsin
Factories at Menasha and Wausau, Wisconsin

Branch offices at New York-Cleveland-Chicago-Kansas City-Detroit-Seattle and Los Angeles
Number of Employees 500

DEPARTMENTS

CARTON
WAXED PAPER
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ELECTRO TYPE
INK

We Operate One of the Most Modern Art, Engraving and Electrotypes Plants in the United States - Reproducing in Every Known Process. Our Customers Comprise Firms from one Coast to the Other Each Demanding a High Grade of Quality.

CAPACITY

--1,500,000 Parafined Cartons per day--

--50,000 Pounds of Waxed Paper per day--

--350,000 Ice Cream and Oyster Pails per day--

If Placed End to End--Our Daily Capacity of 1,500,000 Cartons Would Extend Over a Distance of 300 Miles-

If the Loaves of Bread Wrapped in Our Daily Capacity of 50,000 Pounds of Waxed Paper Were

Placed End to End They Would Extend Over a Distance of 1,000 Miles

The Cuts, The Arrangement of Lay-Out, and the Art Work for the First Two Pages of the Illustrated Section Folded on the Outside of this Edition Were Prepared By Us.

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TOURISTS EAGER TO STOP IN TWIN CITY HOTELS

Valley Inn Delight Of Travelers

Fame of Hotel Menasha
Attracts Many Tour-
ists to City

TOURISTS from all parts of the United States find Neenah and Menasha a delightful stopping place, because of their excellent hotel accommodations, recreational features, and the natural beauty surrounding the Twin Cities.

Two of the finest hotels in the state are located here, one in each of the cities. The two hotels annually provide lodging for approximately 42,000 guests. During the tourist season they feed an average of nearly 500 guests a day. In addition, there are three smaller hotels in each of the cities furnishing a large number of business men, laboring men and farmers with board and lodging.

MANY ATTRACTIONS
Attractions abound for the traveler and tourist in the many acres of beautiful parks and the miles of beautiful streets and avenues lined with spreading elms and maples and set off by some of the most imposing residences of the state. Nature has furnished delights in the several lakes and rivers in and about the Twin Cities. Canoes, launches and yachts out the shores. A municipal bathing beach and numerous fishing places provide further amusements. Brighton and Waverly beach, amusement resorts, are nearby. Steamboat excursions are frequent on Lake Winnebago and Fox river.

ON HIGHWAY 15
The cities are located on the principal highway of the state, the famous Route 15, which is a continuous ribbon of concrete extending from St. Louis through Chicago and Milwaukee to Green Bay and beyond. Other important hard surfaced roads connecting in this territory are 18, 35, 39, 47, 114, 91 and 22. Upwards of 26,000 tourists pass through the Twin Cities annually and a large portion of them stop off for meals in the modern hostilities here.

Neenah's leading hotel, the Valley Inn, is known far and wide for its beauty and accommodations. It is de-

VALLEY'S FINEST HOTEL



THE VALLEY INN AT NEENAH

signed in the style of California architecture and was built and is maintained by the local business men and manufacturers. It has 70 rooms and during the tourist season it has fed as high as nearly 400 guests in one day. Special arrangements are made for private banquets in separate dining rooms. Other hotels are Mack, Anderson's and Lakeside.

Menasha boasts a large, modern

equipped hotel, called Hotel Menasha. Travelers and tourists will often travel many more miles in order to obtain meals and lodging at this hotel. It is entirely fire proof, has 60 rooms, half of which have bathrooms and all rooms are bath connected. It has a main dining room and a cafe. Other Menasha hotels are Landgraf, Lenz and the Fox River house.

is also automatically controlled and kept at a temperature of 67 degrees.

Homes and business houses in the city were furnished with enameled number plates, the numbers being in white on blue black ground and capable of being seen from a great distance.

FOUR CITY CARRIERS

Four city carrier routes and three rural carrier routes emanate from the Kaukauna postoffice. Two of the city routes are on each side of the river. Three postoffice clerks are employed in the office in addition to Postmaster Jacob Lenz and Assistant Postmaster Fred J. Milz.

While the offices were still separate, they had combined gross receipts last year in the sum of \$17,056.25. The total number of money orders issued by the two offices last year was 17,717 while the amounts involved were \$128,141.71, on which fees totaling \$1,448.79 were received by the office.

Two deliveries are made daily from the postoffice in the residence district, and three deliveries are made in the business district. The city has 25 street letter boxes from which daily collections are made in the same number as the deliveries.

KAUKAUNA ENJOYS CARRIER SERVICE SINCE FEBRUARY 1

POSTAL efficiency in Kaukauna has increased considerably since February 1 of this year. Although it was a matter of convenience for Kaukauna residents to have two postoffices, as long they were without city letter carrier service, it was found that by combining the two offices, the department could give better service.

For years the Kaukauna office

on the north side of the Fox river and the South Kaukauna postoffice on the south side of the river did a rival business.

Consolidation of the two offices put Kaukauna in the second class of postoffices and gave it city wide letter service. The new office was located Feb. 1 in the newly erected municipal building, centrally located and modernly equipped. The office has the distinction of being probably the only postoffice in the country that is electrically heated. The heat

INTERNATIONAL WIRE WORKS

Manufacturers of

FOURDRINIER WIRES

CYLINDER COVERS

— and —

WASHER WIRES



MENASHA, WIS.

NEENAH PAPER COMPANY

NEENAH, WISCONSIN

MAKERS OF MEDIUM and HIGH-GRADE LOFT-DRIED BONDS and LEDGERS ONLY

Old Council Tree Bond
Success Bond
Chieftain Bond
Glacier Bond

Prestige Ledger
Scottish Crown L. F.

Stonewall Ledger
Resolute Ledger
Putnam Ledger
Typewriter Bond



KAUKAUNA SOON WILL HAVE \$250,000 HIGH SCHOOL

Nine Public And Parochial Schools Give Electric City Fine Educational Facilities

Outagamie County Training School Has Enrollment Of 73--City Has 3 Parochial Schools

FOR educational facilities, Kaukauna holds a high rank in the state and is scarcely equaled by the cities of its size. It has two spacious, well equipped public schools and a \$250,000 senior and junior high school, besides a vocational school, deaf school, county training school for teachers and three parochial schools.

From operating formerly under the two district system of schools, the city a year ago adopted the one district system. The affairs of both the high school and the elementary schools are directed by a board of education of seven members elected at large in the regular spring municipal election.

Direct supervision of the school is exercised by a city superintendent of schools who is also principal of the high school. The office is held by Leo G. Schussman.

NEW HIGH SCHOOL

Built on a five acre plat of ground is the new high school building, now under construction. Close by is the municipal playground. The school will probably be ready for occupancy by the time of the opening of the fall term. It will be operated on the senior and junior high school plan and is equipped for that purpose. The high school has at present an enrollment of 264.

Kaukauna high school long has been noted for the interest it takes in dramatics. Many creditable productions have been offered by the students. School spirit in Kaukauna is excellent.

Two public schools, valued at \$100,000 each, house 600 school children.

The total teaching force in Kaukauna numbers 34. On the south side of the Fox river is the Nicolet school of which J. J. Bass is principal, while the north side has the Park school where Mrs. Leona M. Hale is principal.

COUNTY TRAINING SCHOOL

At the county training school, a modern and well equipped building, 73 students are preparing for the teaching profession under the direction of Principal W. P. Hagman and three assistants.

In connection with this school the first four grades of an elementary school are being taught. This school has an enrollment of 48. The building also houses a school for the deaf. The training school is financed by Outagamie county and has provided scores of teachers for county schools. Each year the seniors in this school are given several weeks of actual practice work in the rural schools of the county.

3 PAROCHIAL SCHOOLS

A vocational school, started in 1919 in Hotel LaSalle, now is housed in the beautiful municipal building, which has been equipped for that purpose. Here 80 boys and girls are instructed in the academical and trade subjects by Director M. P. Mitchell and three other teachers. The night school has an enrollment of 180. Among the trades taught are machinist, wood-working, mechanical drawing, millinery, cooking, dressmaking, etc.

Three parochial schools have a combined enrollment of 1,100, which brings the total day school enrollment of the city to 2,954, which compares favorably with the school census of 2,300 children between the ages of 4 and 20 years. St. Mary Catholic school has 17 teachers and 615 pupils. Holy Cross school of the same faith has 8 teachers and 400 pupils, while Trinity Lutheran school has two teachers and 53 pupils.

KAUKAUNA HAS SPLENDID SCHOOLS



(1) HOLT CROSS SCHOOL. (2) ST. MARY SCHOOL. (3) KAUKAUNA'S NEW HIGH SCHOOL. (4) NICOLET SCHOOL. (5) PARK SCHOOL

Kaukauna Is Power City Of Fox Valley

(Continued from page 13)

horsepower. Electric rates here are the lowest in the state.

WELL EQUIPED LIBRARY

With the consolidation of the north side and south side postoffices, Kaukauna was placed in the second class of postoffices and now enjoys carrier delivery service.

A library, well housed, having 7,000 books and an annual circulation of 21,000 provides the city's inhabitants with good reading facilities.

The city owns four parks containing more than 30 acres and also maintains an athletic park for baseball, football, and other sports. A gun club also has a shooting park of 4 1/2 acres. Kaukauna has a franchise in the Wisconsin State baseball league. Although one of the smallest cities in the league, it has held a prominent part, and drawn among the largest crowds. The city lays claim to Jack Zwick, a pugilist contender for the welterweight title. The American Legion football team plays an important part in the Fox River valley athletics.

BUILD NEW HIGH SCHOOL

Kaukauna has excellent educational facilities in its two public schools and its large up-to-date high school now nearing completion. Thirty-four teachers instruct 864 pupils in the city's schools. The parochial schools have an enrollment of 1,100 and a teaching force of 27. The city has a modern vocational school and is the seat of the county training school for teachers.

Six churches minister to the spiritual wants of the city's inhabitants. There are two large Catholic churches with parochial schools. St. Mary and Holy Cross; Trinity Lutheran church, also maintaining a parochial school; Emanuel reformed church; Brokaw Methodist Episcopal church and First Congregational church.

Kaukauna's finances are taken care of by three well organized banks all maintaining their own bank buildings. They have combined resources of about \$2,000,000 which shows the prosperous condition of the community.

LITTLE UNEMPLOYMENT

Unemployment is practically unknown in Kaukauna because of its large diverse industrial institutions. The city contains some of the largest paper manufacturing plants in the country. The Northwestern railroad shops give employment to a large number of men. Other industries,

such as paper bag plants, paper converting plants, machine shops and lumber companies, add to the wealth of the city.

Among Kaukauna's business institutions are two large hotels and several smaller ones.

The Wisconsin Telephone company with its sub-lines, operates more than 1,000 telephones over which 7,300 local calls and nearly 500 toll line calls are made daily. It has 12 miles of cables with 1,400 wires. It is one of the few Wisconsin cities with a toll line cable.

A Y. M. C. A. is operated for the benefit of the railroad employees. The building is equipped with dormitories, lunch room and clubrooms.

Nearly all of the principal fraternal and insurance orders are represented here with their respective auxiliaries. Among its military orders are the G. A. R. and the American Legion. Boy Scout troops here have the services of a paid executive of the Fox River Valley council.

MARKET FACILITIES

The soil in the vicinity of Kaukauna is of high grade, very fertile and well adapted to dairying and live stock raising, as well as diversified farming and fruit raising. The city enjoys excellent market facilities. The city has two elevators handling farmers' produce. Improved land is worth from \$150 to \$250 an acre.

Kaukauna has good transportation facilities, as it is on two division lines of the Chicago & Northwestern railway. Being on the Northern Wisconsin division and the Ashland division, it has two routes to Milwaukee. The city is connected by two interurban lines, one running to DePere and Green Bay, the other to Appleton, Neenah and Menasha. Connections are made at Neenah for Oshkosh and Fond du Lac. Two motor bus lines operate between Kaukauna and Appleton and another extends to Green Bay. The city is located on state trunk highway 18 and the famous 500 mile concrete highway 15. Roads ply in the summer up and down the Fox river through the city, the city being thus furnished with water, rail and road transportation.

Kaukauna is as a whole a good place to live in. Modern homes are built yearly in abundance to accommodate its rapidly increasing population. A building and loan association is an important factor in the establishing of new homes.

OUTAGAMIE PAPER CO.

KAUKAUNA, WISCONSIN

Manufacturers of

RAG PRINTING PAPER

— and —

M. F. BOOK

WOODWARE AND PAPER CHIEF TWIN CITY PRODUCTS

Over 15 Million Dollars Is
Invested In Manufacturing
Plants Of Neenah-Menasha

NEENAH and Menasha are numbered among the wealthiest cities of their size in the United States. Their prosperity is founded principally upon their great manufacturing institutions, rather than upon the commercial and agricultural industries. Manufacturing has not, however, deprived the cities of their beauty, for some of the finest parks and residential districts in the state are to be found here.

In the making of the Neenah-Menasha industrial prosperity, the waterpower on the Winnebago rapids has been the main natural factor. The Fox river joining the Lake Winnebago at this point has a waterfall of 8.6 feet within the distance of only a few thousand feet. The presence of the waterpower, with Lake Winnebago as a storage reservoir, is a guarantee of the permanence of manufacturing at these cities, although steam and electricity are in great volume.

Neenah's first paper mill was built in 1865-66 and was called the Old Red Neenah mill. In 1872 the firm of Kimberly-Clark company was organized and became the nucleus of the vast industry which has been built up by that company. Papermaking is today still the predominating industry.

According to the last industrial survey conducted by the United States department of commerce, there were in Winnebago-co 313 industrial establishments employing a total of 9,582 men whose aggregate wages amounted to \$8,300,000. The total value of the products of manufacturing plants was \$50,584,000. The primary horsepower utilized was 36,436.

Neenah and Menasha, being the only industrial cities in the county outside of Oshkosh, ranked very favorably as a unit with Oshkosh although the latter city is more than twice as large as the Twin Cities combined.

Although the number of manufacturing establishments is of minor importance, since a large number of mills may employ but a few wage earners, the Twin Cities have more than 75 manufacturing plants. A few mills employ by far the largest number of persons. Menasha itself has about 2,300 persons employed in its plants while Neenah mills employ about 1,900. The army of employed receive an aggregate wage of about \$4,600,000 annually.

\$15,000,000 CAPITAL.
Finances play an important roll in Twin City industries. Upwards of \$15,000,000 of capital is invested in their manufacturing institutions. Materials, valued at approximately \$12,000,000 are used annually to which val-

ue about \$7,000,000 is added through the process of manufacture.

Nearly 20,000 horsepower generated by water power, steam, steam turbines, internal combustion and electrical horsepower are utilized within the two cities.

Papermaking has been for years and is still the principal industry of the Twin Cities. There are six paper mills in Neenah and eight in Menasha operated by ten corporations. The Menasha mills have a combined daily output of more than 600,000 pounds of paper products, while Neenah has a daily production of about 500,000 pounds. All kinds of paper and paper specialties, such as wrapping, newsprint, book, writing, bond, ledger, manila board and other paper is made. Paper converting also is done.

Neenah is the home of the Kimberly-Clark company, the largest paper manufacturers in the northwest, operating ten mills and subsidiaries in the Fox River valley and elsewhere. Its various mills have a daily output of 560,000 pounds of paper and 950,000 pounds of wood pulp. Among its products are also fiber rugs and cellulose.

BIG WOODENWARE PLANT
The largest industry in Menasha, as well as one of the largest in the Fox River valley is the Menasha Woodenware company employing 800 men. It commenced with the founding of Menasha and grew up with it. It uses over 50 buildings besides the drying houses covering 65 acres of land. It

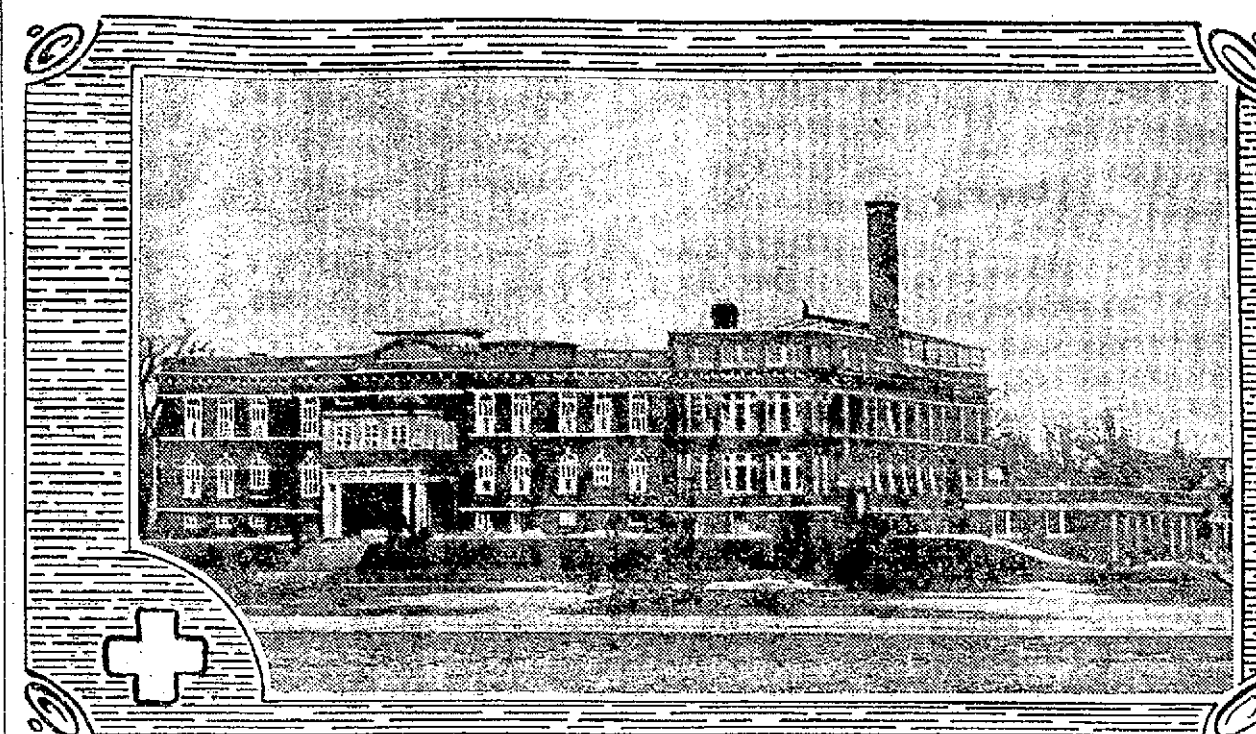
uses over 25,000,000 feet of timber annually from its 125,000 acre tract in northern Wisconsin. Its shipments aggregate a train load of tubs, pails, barrels, etc. a week.

The Hardwood Products company, one of the largest concerns in Neenah, gained considerable fame in the manufacture of "Receivador" doors, panels and veneer. The Menasha Printing & Carton company operates a paper mill and produces about 90 per cent of the ice cream and butter cartons of the United States.

Among the Neenah concerns are the National Textile Fiber Co., making fiber rugs; Cellucotton Products Co., making an absorbent from wood, better and purer than cotton; Neenah Paper Co., makers of high grade bonds; Bergstrom Paper Co., manufacturers of book paper; Lakeview Paper Co., writing paper; U. S. Tractor Co., U. S. Tractors; Bergstrom Stove company, stoves, ranges and furnaces; Jersild Knitting Co., knit coats; Wieckert Mailing Co., interior woodwork; Neenah Shoe Co., "Daddy Duke" shoes; Neenah Brass works; Valley Aluminum & Brass works; Aylward foundries; M. Burstein & Sons, cotton and wool packing; Twin City Auto Body works, cheese boxes; J. W. Hewitt Machine Co.; Johnson-Vells Machine Co.; Neenah Printing Co.; Neenah Foundry Co.; Elm Paper & Box company; Twin City Menument Co.; Valley Sheet Metal works; Neenah dairy company; George M. Danke, creamery.

Among Menasha's industries are Island Paper Co.; Gilbert Co.; George A. Whiting Paper Co.; John Strange Paper Co.; McGilligan-Smith Paper Co., all manufacturers of various grades of wrapping, print and writing paper; Wulfsen Paper Co.; Edgewater Paper Co.; Yankee Paper & Specialties Co.; Central Paper company, all paper converters; Whitmore Machine & Foundry Co.; Banta Publishing Co.; Menasha Knitting mills; Midwest Products Co., brooms; Star Pointer Pump Manufacturing Co.; William Auger, sheet metal works; John Strange Pad Co.; Menasha Wood Split Pulley Co.; Door County Seed Co.; Onward Manufacturing Co., sliding shoes for furniture; International Wire works, wire screen; Menasha Manufacturing Co.; Menasha Machine Co.; Walter Bros. Brewing Co.

THEDA CLARK HOSPITAL AT NEENAH



Wide Awake Merchants Of Twin Cities Do Large Business

NATURE was kind to Neenah-Menasha in providing this locality with an ideal site for a city. Just as the conjunction of land and water routes at the Bosphorus made Constantinople a celebrated commercial center in the mediaeval times, so Neenah and Menasha occupy a strategic position on the channel between Lake Winnebago and Little Lake Buttes des Morts of the Fox River valley. The convergence of waterways, railways and highways at this point gave impetus to the growth.

Shipping by water began with the first signs of commercial life and is still carried on to some extent, although greatly supplanted by the faster methods of rail transportation. Three of the great railroad systems of

the country, are at the disposal of the man who wants to trade. They are the Soo Line with three branch roads, the Northwestern road with two division lines and a branch of the Chicago, Milwaukee & St. Paul road.

FIVE LARGE BANKS
Five large banking institutions, three in Neenah and two in Menasha, have helped to maintain the financial equilibrium of trade and industry. They have combined deposits of \$6,000,000 and are prepared to take care of the needs of new and growing industries. The National Manufacturers bank of Neenah is completing construction of one of the finest bank buildings in this part of the state.

The cities control a trade area, which although not so large in scope as some of the other cities of the Fox River valley in close proximity, has contributed to the growth of the sister cities. The cities' commercial activities are varied and are not dominated by any one business.

Farmers come from a considerable

distance about the cities to make use of the service offered by local grist mills, grain elevator and flour mill.

WIDE MAIN STREETS
Wisconsin-ave in Neenah and Main-st in Menasha are the principal commercial streets of the Twin Cities, the former being 100 feet wide. The business interests of the cities have been largely interwoven and any business institution of importance serves the trade of both cities.

Neenah has about 90 business places and Menasha has about 85. Two department stores in Neenah carry on a large trade. Among the main business places are 29 groceries, 9 garages, 6 meat markets, 2 furniture stores, five drug stores, 2 shoe stores, 4 men's clothing stores, 3 hardware stores. Menasha has 3 hardware stores, 2 furniture stores, 3 drug stores, 2 drygoods stores, 4 clothing stores, 3 shoe stores.

The cities are almost equal in size and have combined populations approximately of 15,000.

White Men Settled In Twin Cities As Long Ago As 1835

Col. Doty Was First White Land Owner in Twin Cities

TURN back the wheels of Time 300 years, and you will find the present site of the Twin Cities — as the sister cities of Neenah and Menasha are familiarly called — the meeting place of Winnebago Indians with Jean Nicolet, first white man to penetrate the wilds of Wisconsin. This was in the year 1634.

Nicolet, dressed in Chinese robes in anticipation of meeting the inhabitants of China here, and firing two pistols, was received by the red men with great reverence and hospitality. Near the head of the Neenah channel, at a spreading elm tree, standing until recently, marked the place where the council was held and the first treaty with Western Indians was made. The site where the French explorer landed in Menasha is marked by a monument.

One hundred years later two of the hardest fought battles of the Fox-Winnebag Indian war took place on the site of the cities and one of them was known as The Raven because the Winnebagos knew they were victors and the Foxes had deserted the Winnebago fort when a raven flew into the encampment.

The first white man to own land in the Twin Cities was James Duane Doty, Wisconsin's first territorial governor, and the man who named the territory Wisconsin and selected Madison as the capital. He bought land in 1835 from the government on the island and ten years later built a log house near the mouth of the river. Mrs. Doty christened it the Grand Loggers. It is still in a remarkable state of preservation and is located on the Strange estate.

The first permanent white settler of Neenah was Harrison Reed who went there in the winter of 1842-43 and found an abandoned Indian village was for sale. He purchased the site including 562.44 acres for "the

sum of \$4,760 and settled there in the spring of 1843 with Charles Wescott, his helper, who later removed to Shawano. The purchase included all the buildings, logs, timber, wagons, farming implements and other equipment of the village.

From now on new settlers began to arrive in quick succession so that in 1844 a postoffice was established here, with Harrison Reed as first postmaster. The Rev. O. P. Clinton conducted a mission here in 1845 and performed the first marriage under the old Council Tree, the couple being John P. Johnston and Joanne, commonly referred to as Appleton's first settlers. The tree now forms the design of the Neenah city seal.

Two villages grew side by side, one at "Winnebago Rapids," the site of the old Winnebago Indian village on the island, and the other "Neenah," signifying "land of water." Neenah's first village plat was recorded in 1847. Winnebago Rapids was incorporated in 1850. In 1856 the two villages united under the corporate name of Neenah. It became a city in 1873.

Menasha village had a different origin. It started from the waterpower that was developed here in 1848 by Harrison Reed. He built a log tavern on the site and named it "Menasha," meaning "an island." The first frame building was also a law office and later served as the first school. A saw mill was built in 1849 by Reed and Cornelius Northrup. The first postoffice opened in the same year with James R. Lush, postmaster.

The Menasha Woodenware company the original industry there had its origin in the mill factory built in 1850. In 1866 the first paper mill in Neenah, later owned by Kimberly-Clark Co., was built, although the Kimberly's built the first flour mill in that city four years previous.

Menasha village was incorporated in 1853. It was incorporated in 1874 as a city with O. J. Halls first mayor.

Geographically, Neenah and Menasha are one city. Only an arbitrary line on Doty island divides the two municipalities. Interweaving of business interests has contributed to the development of the cities into one of the prosperous commercial and industrial centers of the state.

The Jersild Knitting Company

NEENAH, WISCONSIN

MANUFACTURERS

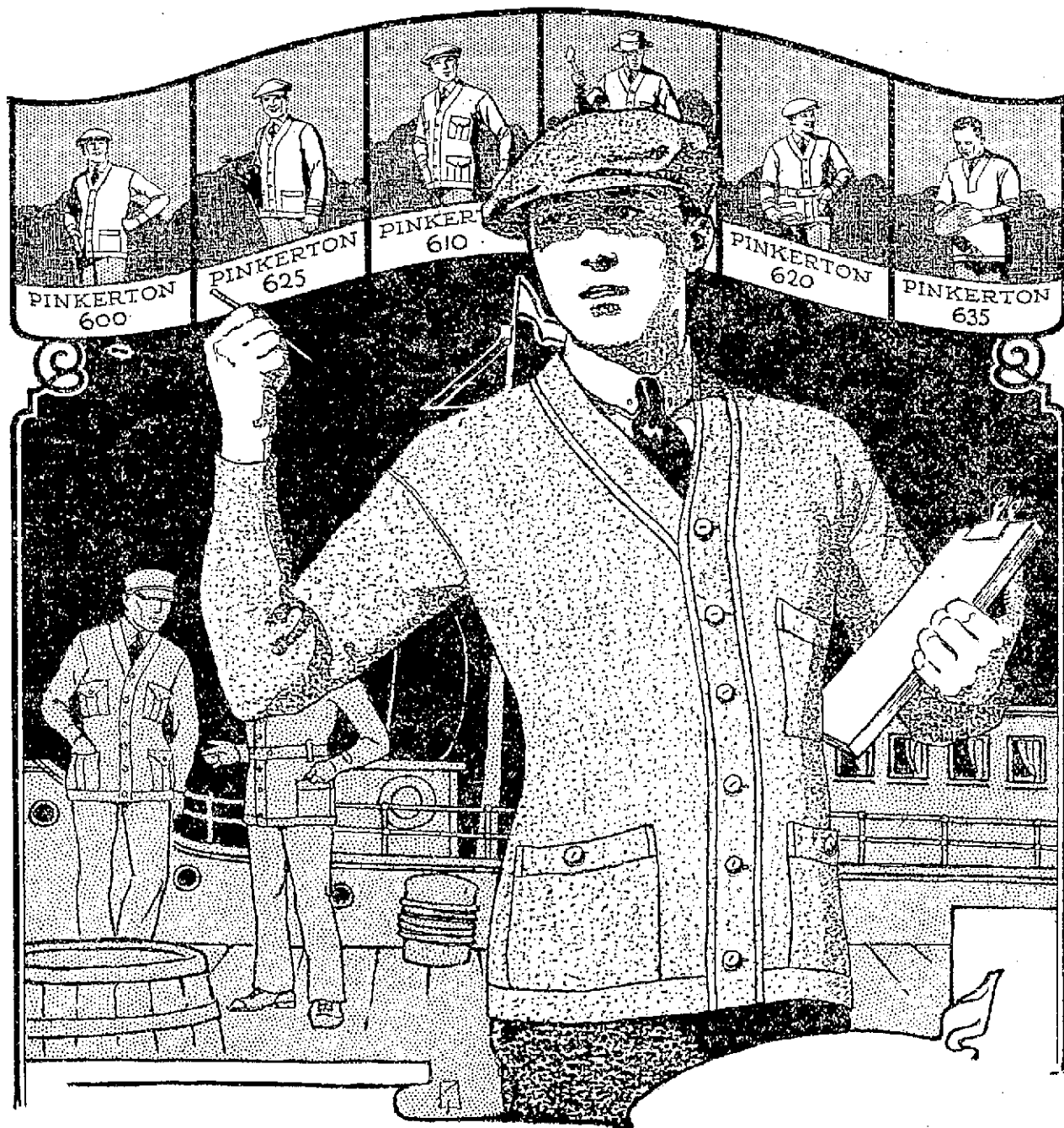
— OF —

HIGH GRADE
SWEATERS

— and the —

PINKERTON
COAT

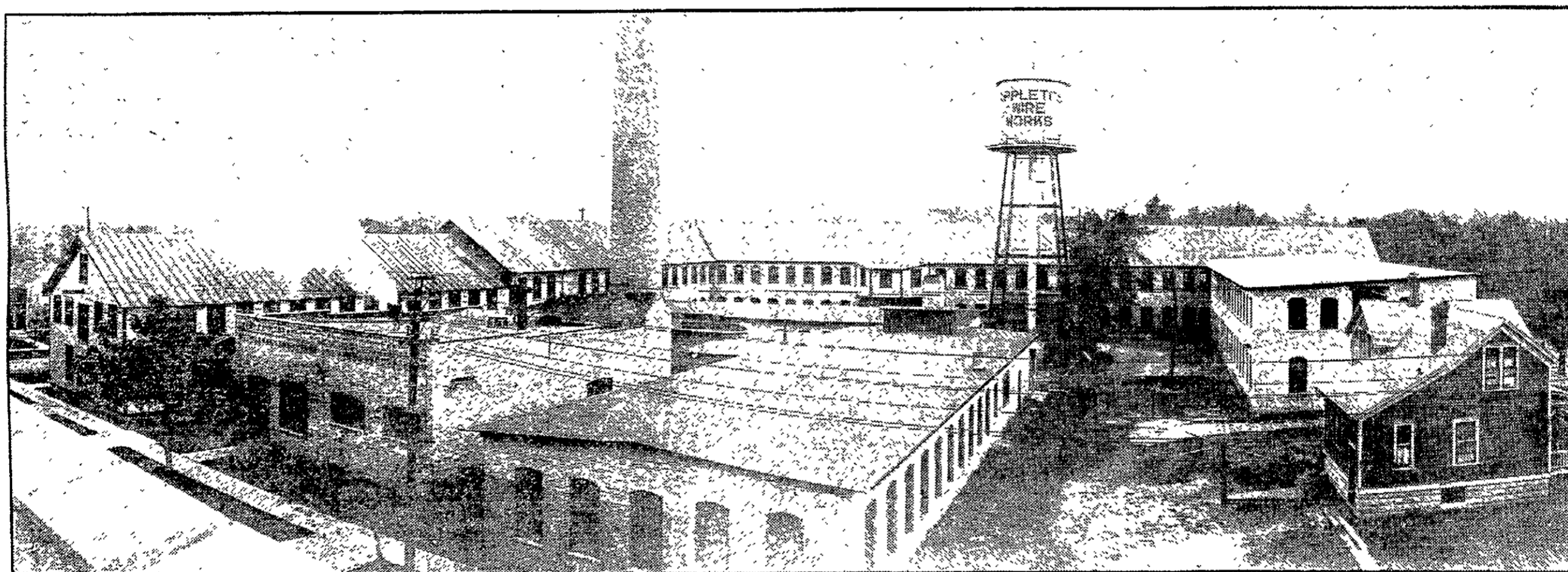
"A Wonder for Wear"



APPLETON WIRE WORKS

APPLETON, WISCONSIN

MANUFACTURERS OF
FOURDRINIER WIRES
CYLINDER WIRES
WASHER WIRES
SAVE-ALL WIRES
OF BRASS AND PHOSPHOR BRONZE



Established in *1896* with *4 Looms* and an
annual production of *120,000 square feet*

We *now* have *55 Looms* with a yearly
production of *1,500,000 square feet*



Have New and Improved Machinery. Use Only Highest Quality
Material. Our 125 Employees are Skilled and Painstaking

THIS COMBINATION IS WHY

“Appleton Wires Are Good Wires”

INDUSTRIAL PRODUCT OF CENTRAL FOX RIVER VALLEY IS VALUED AT OVER \$53,000,000 A YEAR

Huge Water Power Responsible For Great Industrial Development Which Has Made Valley Wealthy And Famous

12,500 Employees In 174 Industries Of Central Valley Are Paid \$13,500,000 Each Year

By A. R. Hinkley

EVERYTHING is sold to skill and labor; and where nature sells the materials, they are still rude and unfinished, till industry, ever active and intelligent, refines them from their brute state, and fits them for human use and convenience." Thus did Hume, the great philosopher, nut-shell the important part that industry (manufacturing) plays in civilizing people and modernizing things.

The Central Fox River valley, including the urban towns of Neenah, Menasha, Appleton, Little Chute, Kimberly and Kaukauna, and the interspersed rural sections, was one of Nature's finest handiworks when civilized man first set foot on its soil. For the purposes of manufacturing it was, so to speak, made to order.

The marvelous and inexhaustible energy stored up in the various units of water power existent in the 170 feet of fall from Lake Winnebago to Green Bay was Nature's choicest gift to the people of the Fox river valley. Add to this the fact that close proximity to supply of raw materials such as timber, pulp, rags, iron and pure water was a second gift from nature, and one may well say that the people of the Fox river valley are among the favored sections of the entire country. And then, with three great railroads providing a splendid outlet of finished products to markets so comparatively close as Chicago, Milwaukee, Indianapolis, Kansas City, St. Louis and Minneapolis, among the leading metropolises of the land, one can conclude in great summary of the advantages surrounding manufacturing, that the central Fox river valley is favored by nature and circumstances in excess of almost any other section in the nation.

Add to these natural and acquired advantages, the additional fact that the 60,000 odd inhabitants of the central valley are endowed with unusual capacities of initiative, resourcefulness, and energy for capitalizing upon their opportunities, and the great philosopher, Hume, were he living, might appropriately exclaim, "Everything has been sold to the skill and labor of the people of the central Fox river valley; Nature has endowed them with the most precious of materials, and where they were rude and unfinished, the people's industry, ever active and intelligent, refined them from their brute state, and fitted and are fitting them for human use and convenience."

It was quite natural that this section should become the center of paper manufacturing. Everything was here in the way of desirable and advantageous features for the making of paper. The magnificent water power facilities, properly harnessed, provided the necessary power. The great forests of the near North, figuratively speaking, but a stone's throw from here, provided the second factor in making this a paper center. Coal for fuel was easily and quickly procurable from nearby mines, and thousands of springs bubbled forth the purest kind of sparkling water, so essential to making papers of quality.

ALL ADVANTAGES HERE

All that remained was for man to turn the forces of nature to his advantage, which, with the operation of modern paper making machinery, provided all that is necessary for the manufacture of all kinds of paper. There were plenty of men of vision, energy and imagination to take advantage of the sum total of favorable circumstances for the making of paper.

Sometimes one needs a simple story to give added significance to the importance of a given industry. Because of its novelty, interesting qualities and importance in portraying the part that paper plays in our lives, we quote a few lines taken from an advertisement recently broadcasted by a paper manufacturer, whose imagination was on a par with his manufacturing ability.

"When Smith awoke in his room at the Hotel Conway, he was dimly conscious of a peculiarity of atmosphere, but it was not until later that he had even an inkling as to its cause. "He descended to the dining room and noticed the waitresses were in a state of semi-panic. Of their agitation, he was informed that apparently, he had turned up all the menu cards, as, in the place of each on the various tables, was only a little heap of ashes or dust. Smith was not particularly concerned about this, however as he did not need to consult the cards to order. After finishing his meal, he pulled out his wallet, in dollars in paper money, but to his dismay, he found nothing but a quantity of dust."

of their currency, bonds and negotiable paper.

"The library was a pathetic spectacle; its shelves empty except for heaps of grayish dust. Noticing a number of school children passing, Smith asked why they were not in school, as it was now 9:30 a. m. 'Some bugs burned up all our books and writing tablets, so we can't have any school,' exclaimed a little boy."

"Smith wondered if this catastrophe had affected other localities than Appleton, but on inquiring at the depot regarding the departure of the next train, he was stunned to learn that the agent had no tickets, as these too, had fallen prey to the paper bug during the night. But poor Smith could not have purchased one even had they escaped the plague, for, not only his currency, but his checkbook, had been victim to the blight."

"And, as for writing a letter to his wife in Milwaukee, that, too, was out of the question. Writing paper had gone the way of other kinds of paper. 'Just then he heard the telephone in his room ringing; it took him some time to realize that he had been dreaming.'"

"By the Pink Petal Petunia" he exclaimed, 'I NEVER REALIZED BEFORE HOW INDISPENSABLE PAPER REALLY IS.'"

While the manufacture of various

disposals; sixth, it should be a city in which the education of the young is considered paramount to any other activity in life, and seventh, it should be a city of many home owners."

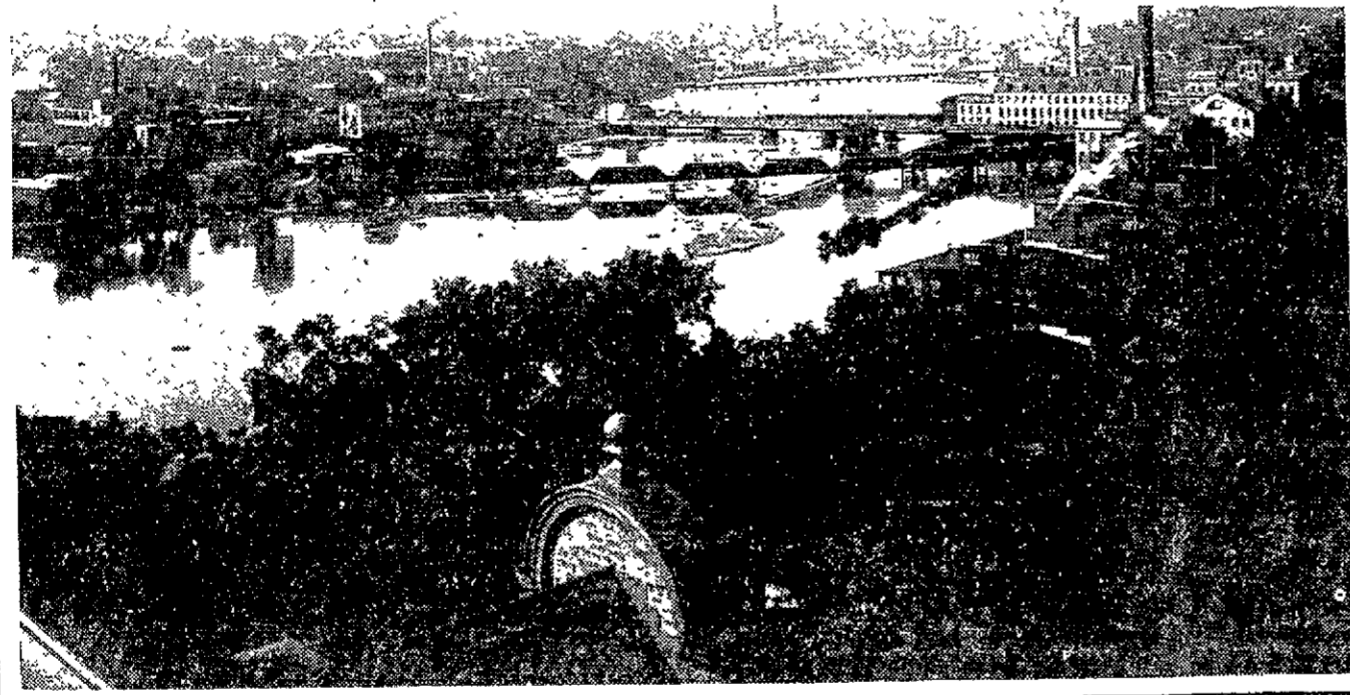
ALL MEASURE UP

He might well have spoken specifically of the cities of the central Fox river valley, all of which measure up to his seven axioms of municipal greatness.

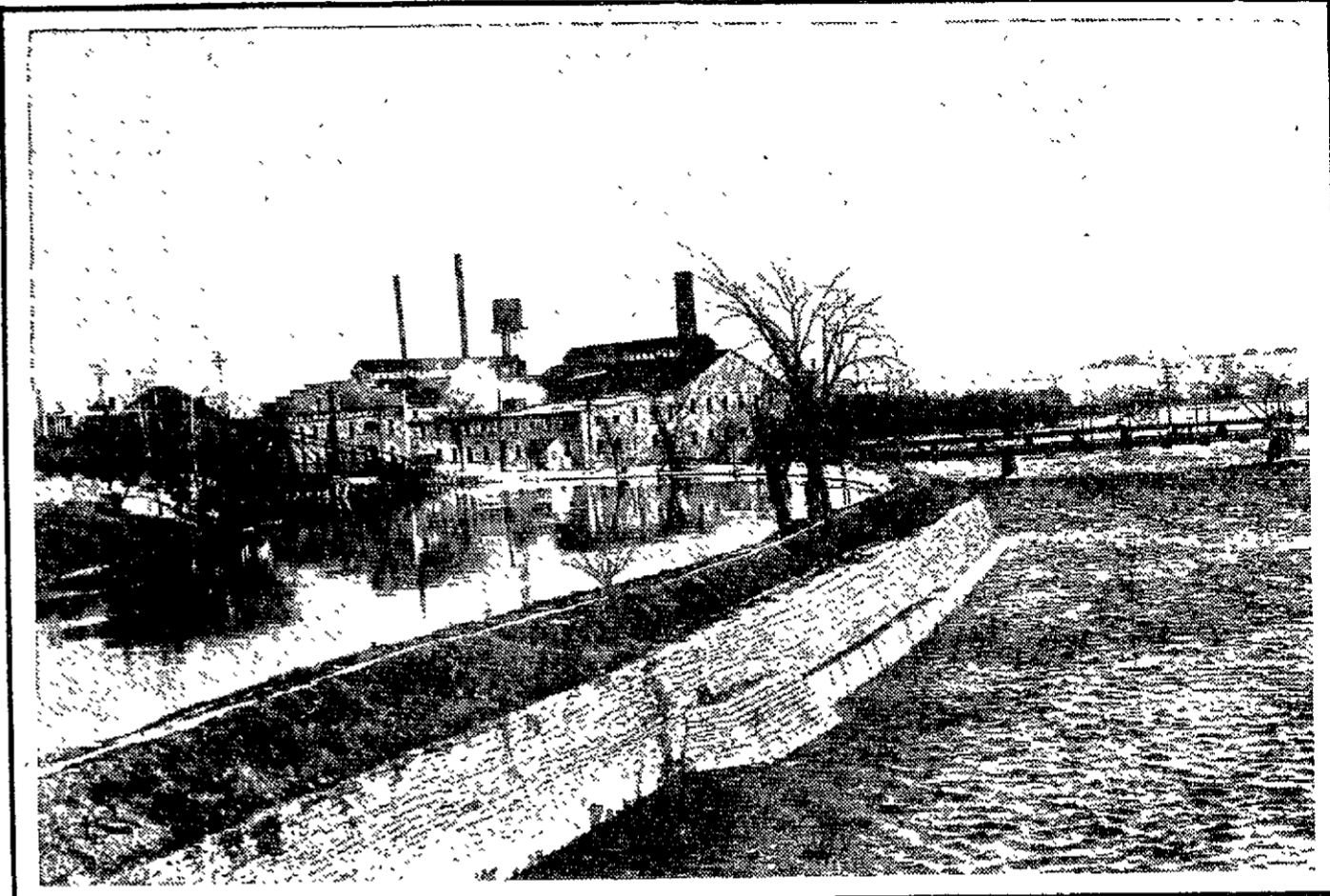
While accurate figures are not available because of the disinclination on the part of some manufacturers to reveal their vital statistics, it is the approximate estimate of students of industrial development in the Central Valley that the paper industry in its various ramifications accounts for 65 per cent of the manufacturing output of the territory.

Of the 170 feet of fall in the Fox river, between Lake Winnebago and Green Bay, 40 feet are concentrated within the city of Appleton, capable of producing 40,000 horsepower. Unlike other great natural resources, such as forests, coal and iron, the utilization of which has meant the final extinction of the supply, these water powers are as certain and eternal as the sunshine and will exercise continuing influence in the growth of every community in the central valley. History says that Appleton was the first city in the Fox river valley to employ water power in the manu-

THE FOX RIVER IN APPLETON



PAPER MILL AND FOX RIVER IN KAUKAUNA



Nearly 45,000 Horsepower Is Developed By Fall Of Fox River From Neenah To De Pere

THE old Fox river is not only an historic waterway, made famous through the explorations of Nicolet, Marquette and others; it is also a commercial waterway.

This stream has developed a chain of industrial cities, just like the Wisconsin river, the Rock river and the shore of Lake Michigan. The Fox River valley group of cities is second in population and wealth only to the lake shore group, of which Milwaukee is the chief city. The chain of cities from Fond du Lac to Green Bay numbers 150,000 in population and \$185,000,000 in wealth.

A mighty factor in the development of these cities, more important perhaps than the navigation itself, is the water power on the rapids of the river.

For volume of discharge, for uniform flow, for the steadiness of water power, no stream in Wisconsin can compare with it. It has been ranked among the greatest water power streams in the country. In fact, the war department now has plans of improvement which if sanctioned by congress, will make the Fox river the greatest waterpower stream in the United States.

CONCENTRATED FALL

Here is a stream 154 miles long and having a total descent of 202 feet from its source near Portage to the mouth at Green Bay. It is not the largest stream in the state for even the Wolf river, one of its tributaries, is a greater water system. Its greatness is not in its aggregate descent for the average fall is only 1.3 feet per mile. The secret of its greatness lies in its concentrated waterfall.

The Fox river is divided by Lake Winnebago in two radically different streams, the Upper Fox and the Lower Fox. The Upper Fox is marked with an extremely slight fall. The entire descent from Portage to Oshkosh on Lake Winnebago is only 35.3 feet, the distance being 104 1/2 miles. This is an average of about 1 inches to the mile. But as the river flows northward, it gathers greater volume from its tributaries the most important of which is Wolf river. This river has a fall of 41 feet in the 50 miles between Shawano and Winneconne. It has three times the discharge of the Fox river.

As the Upper Fox is noted for its slight descent, so the Lower Fox is famed for its rapid fall, and especially

for the fall in a nine-mile stretch in Outagamie co., between Appleton and Kaukauna.

BIG FALL IN COUNTY

From Lake Winnebago to Green Bay the distance of the river is 154 miles, and the total descent of this part of the river is 166 feet. Four-fifths of the total of these rapids is in a relatively short distance, and three of them include 126 feet of the total fall of the lower river, namely 38 feet at the Grand Chute, Appleton, 35 feet at Little Chute and Combined Locks, and 50 feet at Kaukauna.

In the 4.25 mile stretch between the crest of the Menasha dam and the upper dam at Appleton the fall is only 10 feet and it is concentrated mostly at the Winnebago Rapids.

In the nine-mile stretch between the upper dam of Appleton and the foot of the Grand Kaukauna, the fall is 134 feet, or an average of 15 feet to the mile. In the 21-mile stretch between Kaukauna and Green Bay the fall is 24 feet, or an average of a little over one foot per mile.

The nine mile stretch of the stream in Outagamie county having 50 per cent of the waterfall, it naturally has 50 per cent of the waterpower of the Lower Fox river.

Before the improvement was begun on the river, a government gave the descent of the lower Fox river rapids as follows:

Place	Descent	Distance
De Pere	8 feet	6 miles
Little Rapids	8 feet	6 miles
Rapide Croche	8 feet	4.5 miles
Kaukauna	50 feet	2.3 miles
Little Chute	35 feet	1.75 miles
Kimberly	10 feet	4 miles
Appleton	35 feet	4.25 miles
Neenah-Menasha	10 feet	170 feet 28 miles

WATER HEADS

In its present stage of improvement, the river develops average head of 7.0 feet at Neenah; 5.5 feet at Menasha; 15.1 feet at the Appleton upper dam; 10.1 feet at the Appleton middle dam; 6.5 feet at the Appleton lower dam; 9 feet at Kimberly; 11.95 feet at Little Chute; 20 feet at Combined Locks; 17.3 feet at Kaukauna, middle level; 17.5 feet at Kaukauna, lower level; 25 feet at Kaukauna, lower level; 8 feet at Rapide Croche; 7 feet at Little Rapids; 9 feet at De Pere. The figures are from the government engineers' survey revised in 1917.

9 CITIES ON ROUTE

The waterpower developed by the rapids on the lower Fox has been the foundation of the industrial prosperity of the cities that have risen here. The route from Neenah to De Pere is lined with cities that have sprung up on the waterpower. In the distance of 28 miles from Neenah to De Pere there are nine cities on the Fox river with an aggregate population of 53,

000 inhabitants and an aggregate wealth of \$68,000,000. The wealth of the industrial plants on Appleton waterpower alone is \$4,100,000.

The first step in the improvement of the river was taken by the United States government in 1844 when it provided for a grant of land to the state of Wisconsin for which the state was to improve the Fox and Wisconsin rivers. After the state spent \$400,000 in improvements, it vested further improvements in the Fox and Wisconsin Improvement Co., a private corporation. In 1866 the entire improvement work was sold to the Green Bay & Mississippi Canal Co., which is still in existence. Six years later paid this company \$145,000 and took charge of the improvement work pertaining to navigation, and continued the work of dredging and building locks and canals.

LEASES WATERPOWERS

The Green Bay & Mississippi Canal company still retains land grants, waterpower franchises and other property, and leases to industries surplus water over and above the needs of navigation. It does not control all of the waterpower, however. Waterpower at Neenah and Menasha is owned by the Neenah & Menasha Water Power Co., a corporation of manufacturers, and other waterpower on the river is owned by the industries using it.

Fox river at Appleton has a mean flowage of 2,500 cubic feet per second. The minimum flowage occurred during the high water last year, when the flowage was 16,075 second-feet. Because of the steady effect of Lake Winnebago as a reservoir, the discharge of the river is unusually uniform through the year. Of the total fall of 166 feet from Neenah to De Pere about 134 feet is now utilized for power. With the developed head of 134 feet the flowage produces an average of 37,000 horsepower. The actual amount of power secured through present wheel installations is about 45,000 horsepower at the maximum, but this developed only during high water. Steam installations in connection with waterpower installations provide for a total of about 44,000 horsepower at normal load, of which 17,000 is auxiliary to waterpower.

The weighted mean power of present wheel installations at various private and government dams, figuring 80 per cent efficiency, is as follows: Neenah and Menasha, 3,170 horsepower; Appleton, upper dam, 4,555; Appleton middle dam, 1,925; Appleton, lower dam, 2,000; Kimberly, 2,620; Little Chute, 4,915; Combined Locks, 6,200; Kaukauna, upper level, 6,155; middle level, 2,530; lower level, 2,365; Rapide Croche, undeveloped, 2,365.

(Continued on page 36)

(Continued on page 27.)

VALLEY MILLS MAKE GREAT VARIETY OF PRODUCTS

Paper, Wooden Ware, Iron And Wool Are Made In Quantities

A VAST variety of products is manufactured in the nearly 200 manufacturing institutions of the Central Fox River Valley. These products include paper, wood, iron, wool, leather, brass, bronze, copper and foodstuffs. Space limitations make it almost impossible to name all the products of the Central Fox River valley. Following are the principal products and the principal institutions in the territory covered by this survey:

AUTOMOBILE ACCESSORIES
Seekins Hood Cover Co., Catherine and Washington-sts., Appleton; automobile hood covers.
Telulah-Petralky Co., Appleton; automobile visors.

AUTOMOBILE BODIES
Auto Body Works, Pierce-ave and Eighth-sts., Appleton.
Acme Body Works, Freedom-rd., Appleton.

AUTOMOBILE CURTAINS
Storm King Auto Top Co., Hortonville.

BAGS, PAPER
Union Bag and Paper Co., Kaukauna.

BABBIT METALS
Rowell Manufacturing Co., 851 Union-st., Appleton.

BRASS MANUFACTURERS
Neenah Brass Works, Neenah.

BRONZE FOUNDERS
Valley Iron Works, Appleton.

BOTTLE TOPS
Tuttle Press Co., Appleton.

BROOMS
Appleton Broom Manufacturing Co., Appleton.

BOOT AND SHOE FACTORY
BLOCKS

BOWLING PINS
Appleton Wood Products Co.

BURIAL VAULTS
Appleton Sewer Pipe Works, Appleton.

BOATS
Campbell and Guenther, Appleton.

BOILERS
Appleton Woolen Mills, Appleton.

BOILER COMPOUNDS
Northern Boiler Structural Iron Works, Appleton.

BOOK BINDERS
Hanta Publishing Co., Menasha.

BOXES (PAPER)
Film Paper and Box Co., Neenah.

BOXES (WOOD)
Menasha Manufacturing Co., Menasha.

BUTCHER BLOCKS
Menasha Printing and Carton Co., Menasha.

CANDY MANUFACTURERS
Thas Candy Co., Appleton.

CANNERS
Fox Valley Canning Co., Hortonville.

CEMENT PRODUCTS
Campbell and Guenther, Appleton.

CIGARS
Gorchauer Cement Block Works, Appleton.

CIGARETTES
L. E. Vandenberg, Appleton.

CIGARETTES
Appleton Cereal Mills, Appleton.

CIGARETTES
Bordens Condensed Milk Co., Greenville.

CIGARETTES
Chicago and Northwestern Railroad Co., Kaukauna.

CIGARETTES
Appleton Car Mover Co., Appleton.

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Appleton Car Mover Co., Appleton.

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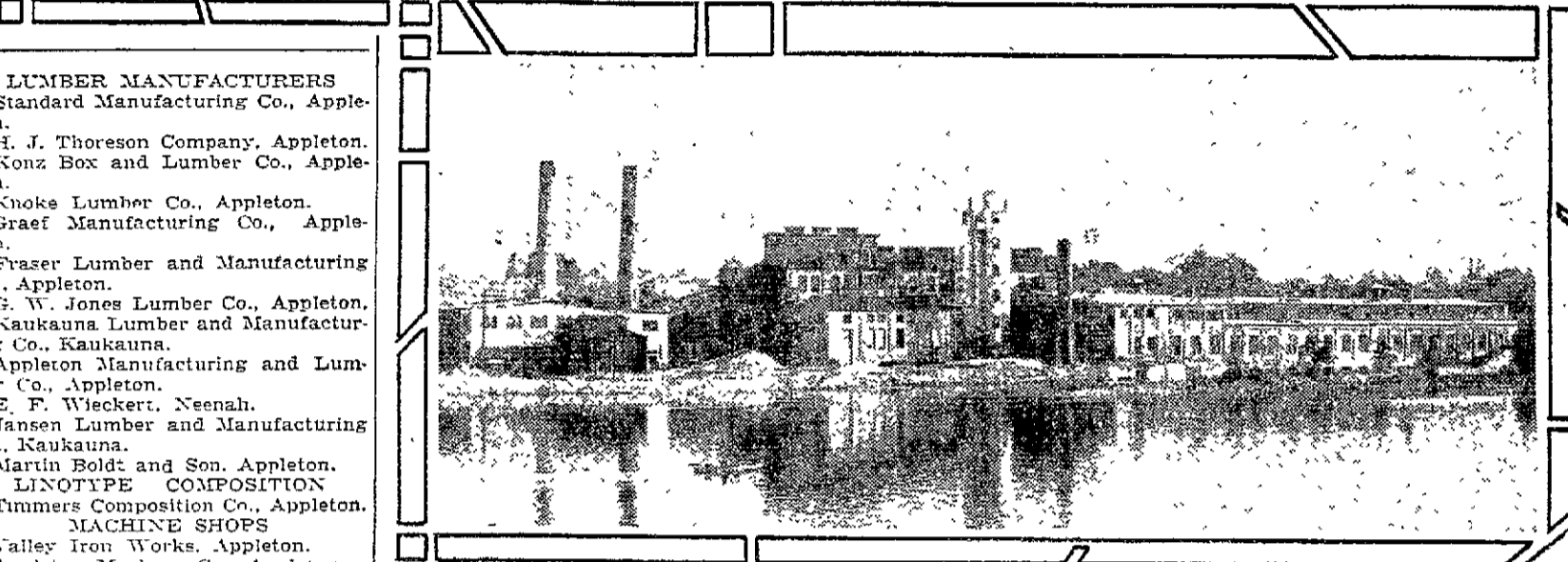
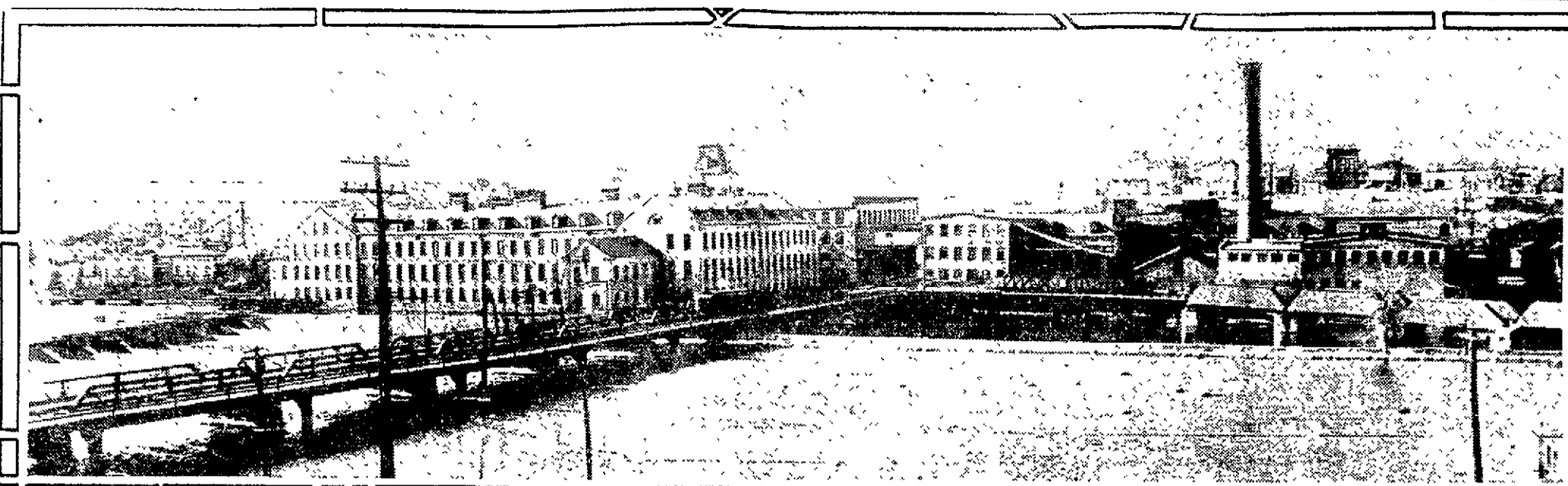
CIGARETTES
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CIGARETTES
Appleton Car Mover Co., Appleton.

TWO OF APPLETON'S PAPER AND PULP MILLS



UPPER PICTURE SHOWS THE FOX RIVER PAPER COMPANY'S MILLS; INTERLAKE PULP AND PAPER COMPANY'S PLANT IS SHOWN IN LOWER PICTURE.

LUMBER MANUFACTURERS

Standard Manufacturing Co., Appleton.

H. J. Thoreson Company, Appleton.

Konz Box and Lumber Co., Appleton.

Knocks Lumber Co., Appleton.

Fraser Lumber and Manufacturing Co., Appleton.

G. W. Jones Lumber Co., Appleton.

Kaukauna Lumber and Manufacturing Co., Kaukauna.

Appleton Manufacturing and Lumber Co., Appleton.

E. F. Wieckert, Neenah.

Jansen Lumber and Manufacturing Co., Kaukauna.

Martin Boldt and Son, Appleton.

LINOTYPE COMPOSITION

Timmers Composition Co., Appleton.

MACHINE SHOPS

Valley Iron Works, Appleton.

Appleton Machine Co., Appleton.

Appleton Engine Works, Appleton.

Brill Machine Co., Appleton.

Kaukauna Machine Co., Kaukauna.

The Moloch Co., Kaukauna.

Whitmore Machine Co., Menasha.

J. W. Hewitt, Neenah.

Hofstedt Saw Machine Co., Menasha.

Johnson and Wells, Neenah.

Neenah Machine Co., Menasha.

Eagle Manufacturing Co., Appleton.

U. S. Tractor Co., Menasha.

Fox River Valley Tractor Co., Appleton.

Automotive Regrinding and Welding Co., Appleton.

MARBLE AND GRANITE WORKS

Appleton Marble and Granite Works, Appleton.

Schroeder and Lueders, Appleton.

Twin City Monument Co., Neenah.

METAL SPECIALTIES

G. D. Rowell and Son, Appleton.

OPTICAL GOODS

Northern Optical Co., Appleton.

PATTERN MAKERS

M. P. Van Ryzin and Son, Appleton.

PAIS AND TUBS

John Strange Pail Co., Menasha.

Menasha Woodenware Co., Menasha.

PAPER AND PULP MANUFACTURERS

Kimberly-Clark Paper Co., Neenah.

Fox River Paper Co., Appleton.

Riverside Fibre and Paper Co., Appleton.

Patten Paper Co., Appleton.

Thilmany Pulp and Paper Co., Kaukauna.

Outagamie Paper Co., Kaukauna.

Union Bag and Paper Co., Kaukauna.

Interlake Pulp and Paper Co., Appleton.

Banta Publishing Co., Menasha.

Combined Locks Paper Co., Appleton.

Lakewood Paper Co., Neenah.

Bergstrom Paper Co., Neenah.

Island Paper Co., Menasha.

Neenah Paper Co., Neenah.

Swange Paper Co., Menasha.

Gilbert Paper Co., Menasha.

Badger Tissue Mills, Kaukauna.

McGillan-Asmuth Paper Mills, Inc., Menasha.

George A. Whiting Paper Co., Menasha.

Kaukauna Ground Wood Co., Kaukauna.

Kaukauna Paper Co., Kaukauna.

COATED PAPER MANUFACTURERS

Appleton Coated Paper Co., Appleton.

PAPER CONVERTERS

Tuttle Press Co., Appleton.

Central Paper Co., Menasha.

Edgewater Paper Co., Menasha.

Menasha Printing and Carton Co., Menasha.

Wallens Paper Co., Menasha.

Appleton Coated Paper Co., Appleton.

Yankee Paper and Specialty Co., Menasha.

PAPER MILL MACHINERY

Valley Iron Works, Appleton.

Appleton Machine Co., Appleton.

PUBLISHERS AND PRINTERS

Post Publishing Co., Appleton.

Meyer Press, Appleton.

Badger Printing Co., Appleton.

Appleton Press, Appleton.

Gintz and Petersen, Appleton.

Roemer Printing Co., Appleton.

Artercraft Press, Menasha.

Banta Publishing Co., Menasha.

Menasha Printing and Carton Co., Menasha.

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SEWER PIPES

Appleton Sewer Pipe Works.

SHEET METAL WORKS

William Auer, Menasha.

Valley Sheet Metal Works, Neenah.

Melzer Sheet Metal Works, Appleton.

Schlafer Hardware Co., Appleton.

SHOWCASE MANUFACTURERS

Standard Manufacturing Co., Appleton.

Graef Manufacturing Co., Appleton.

SCREEN PLATE WORKS

Fox River Screen Plate Works, Appleton.

SIGNS

Valley Advertising Co., Appleton.

SOAP MANUFACTURERS

John Heinzkill Soap Co., Appleton.

SOFT DRINK MANUFACTURERS

W. Hamm and Son, Appleton.

H. J. Koester and Son, Appleton.

H. C. Christoph, Neenah.

SHOE MANUFACTURER

Neenah Shoe Co., Neenah.

TRUCKS

Appleton Motor Truck Co., Appleton.

TANKS

Martin Boldt and Son, Appleton.

Valley Iron Works, Appleton.

TOYS

Toy Company of America.

Appleton Toy and Furniture Co., Appleton.

THERMOMETERS

Morneau Sanitary Thermometer Co., Appleton.

TRACTORS

Eagle Manufacturing Co., Appleton.

Fox River Valley Tractor Co., Appleton.

U. S. Tractor Co., Menasha.

WELDING

Automotive Regrinding and Welding Co., Appleton.

Appleton Architectural Ornamental Iron and Brass Works, Appleton.

Milhaupt Spring Co., Appleton.

VENEER

Hardwood Products Co., Neenah.

WIRE MANUFACTURERS

(Foundrymen)

Appleton Wire Works, Appleton.

Wisconsin Wire Works, Appleton.

International Wire Works, Menasha.

Fox River Wire Cloth Works, Appleton.

WAGON MAKERS

Nick Maretti, Appleton.

WOOL AND YARN

Appleton Woolen Mills, Appleton.

Custom Woolen Mills, Appleton.

WHOLESALE GROCERIES

S. C. Shannon Co., Appleton.

WOOD PRODUCTS

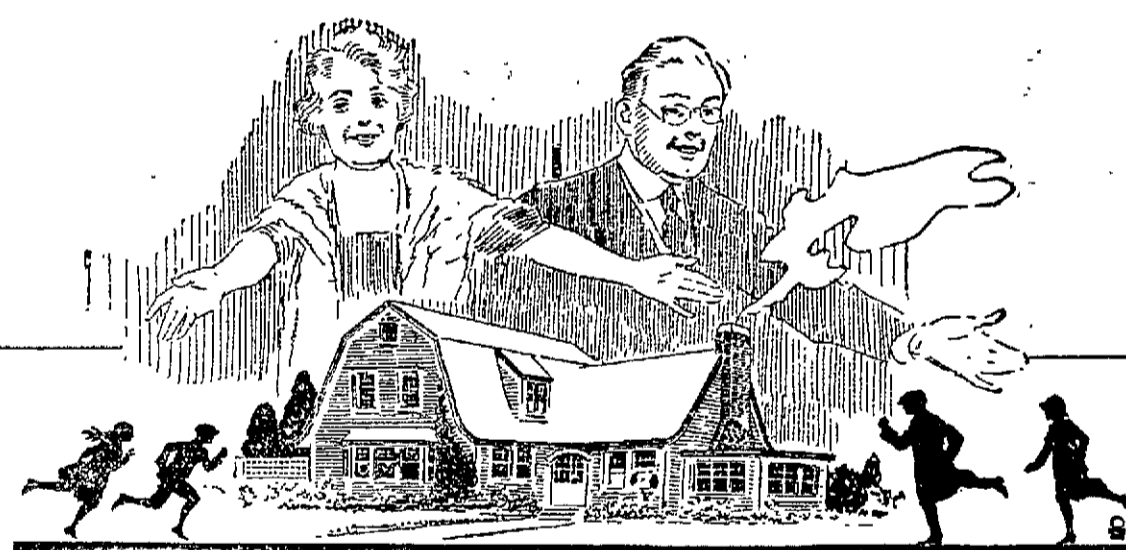
Menasha Woodenware Co., Menasha.

Hardwood Products Co., Neenah.

Appleton Wood Products Co., Appleton.

WAXED PAPER WRAPPERS

Menasha Printing and Carton Co., Menasha.



The Development Of A Community Depends Upon Its Home Owners

Naturally the man who owns his own home takes a greater interest in the development of his community. He has a selfish reason, as well as civic pride for doing so.

A home of your own gives you, your wife and children that feeling of confidence and safety that cannot prevail as long as you live in rented property.

The amount paid as rent over a period of ten years will build a home; and at the expiration of ten years the home owner has something to show for his investment, while the renter has nothing.

When you build let us aid you—years of experience with home builders has made our Service complete.

We handle only Lumber that will enable your house to stand the test of time.

KONZ BOX & LUMBER CO.

RETAIL LUMBER

Cheese Boxes, Shipping Cases and Crates

Phone 2510

WEST COLLEGE AVE.

Wisconsin

Appleton

JOS. J. PLANK & CO.

766 Clark Street

Appleton, Wis.

FOX VALLEY LEADS STATE IN PAPER MANUFACTURE

Wood Products Manufactured In Valley Valued At \$8,000,000

(Continued from page 25)

boxes, egg cases, banana crates, etc., are to be found in this classification covering an approximate output in 1922 of \$8,000,000. Kait goods, including sweaters, socks, hosiery, mittens, toques, gloves and blankets, totaled \$6,000,000 in production in 1922.

Other large and important groups include the manufacture of farm machinery, building materials, concrete and granite products, furnaces, soap, pumps, trucks, automobile bodies, hairpins, boats, brass, brooms, cigars, marble, and products hardened and made more durable by the petrified process.

Appleton has 58 manufacturing organizations: Neenah, 33; Menasha, 35; Kimberly, 2; Little Chute, 1 and Kaukauna, 15.

Capital invested in Appleton industries amounts approximately to \$15,000,000; in Neenah, \$6,000,000; in Menasha, \$6,800,000; in Kimberly, \$1,850,000; in Little Chute, \$2,500,000; and in Kaukauna, \$5,500,000.

Eighty per cent of buildings carrying on manufacturing are owned by the occupants.

WHAT VALLEY NEEDS

A recent questionnaire revealed the fact that manufacturers now in business in the central valley feel that this territory should welcome and help to make successful additional plants making the following things: malleable castings, anything in the paper converting line, paste board boxes, lime and chemicals, caskets, automobiles, shocks for boxes, anything in the line of small modern articles since the territory has large quantities of waste wood on hand that could readily be utilized in making small wood novelties, broom handles, shoes, container boards, farm barn and stock equipment, canvas gloves, aluminum goods, automobile accessories, furniture, brass goods, paper rugs and rubber products.

Appleton industries give employment to approximately 5,100 persons, with a grand total payroll of approximately \$5,800,000. Neenah manufacturing activities give employment to 1900, and an annual payroll of \$2,100,000. Menasha, 2,300, with a payroll of \$2,750,000. Kaukauna 1,450, payroll, \$1,700,000.

Industry contributed the following sums in the form of taxes in 1922: Appleton, \$800,000; Neenah, \$210,000; Menasha, \$235,000.

To refer back to the dominant industry of the Central Valley, paper manufacturing, we find that the following kinds of paper were manufactured in 1922: print, book writing, surface coat-

ed, tissue, lithograph label, bonds, loggers, wrapping, manilas.

There are 9 paper jobbing houses in the Central valley.

Markets for products manufactured in this section are found largely in this country but some 50 industries ship to foreign countries scattered all over the world.

It will prove of interest to readers of the Post-Crescent to define the nature and activities of the leading industries of the central valley by reviewing the following interesting historical, statistical and descriptive information.

THILMANY PULP AND PAPER CO.

The Thimany Pulp & Paper Company manufacturers of paper and paper products, and located at Appleton and Kaukauna, was founded in 1937 by Oscar Thimany. Officers now are M. A. Wertheimer, C. W. Stribley, K. E. Stansbury and G. J. Stansbury. The company employs about 750 people, and has a capital investment of \$3,000,000. It markets its products all over the United States through the jobber. It employs no salesmen. In 1922, its payroll amounted to \$750,000 and it paid \$385,000 in taxes.

STANDARD MFG. CO.

The Standard Manufacturing Company, Appleton, with a capital investment of \$160,000, has as officers Robert O. Schmidt, president, L. J. Schmidt, vice president, Elmer W. Root, secretary, and George H. Schmidt, treasurer. It specializes in lumber and mill work and manufactures sash, doors, cabinets and interior finishings. The plant covers a floor space of 54,000 square feet, and, at the present time, has about 60 employees. Customers, largely in the Fox River valley and the state, are found among loggers, retailers and consumers. No salesmen are employed. In 1922, the company paid in wages and salaries, \$57,706.34. Its taxes aggregated \$5,068.34. The business was founded by the late L. C. Schmidt with a capitalization of \$16,000. The present equipment consists of a modern saw mill, planing mill, and a sash and door factory. Just last year a new warehouse and office were erected.

APPLETON WIRE WORKS

The Appleton Wire Works, manufacturers of paper machine wires and cloth wire for paper mills was founded in 1906 by William Buchanan, A. B. Weissenborn, G. E. Buchanan and J. R. Buchanan in the form of a partnership. Incorporation followed in 1912. Original equipment consisted of four looms and necessary drawing and other machinery. The organization today is capitalized at \$500,000, em-

ploys 125 people, and covers a floor space of 65,000 square feet, has 55 looms and 10 times its original floor space. It sells to paper mills all over the United States direct by mail and through two salesmen. Its payroll in 1922 was \$190,000 and all taxes \$28,000. Its present officers are A. B. Weissenborn, president and manager; J. M. Buchanan, vice president and G. E. Buchanan, secretary-treasurer. The company located in Appleton because of good railroad facilities and because Appleton is the center of the Wisconsin paper-making district.

JONES LUMBER CO.

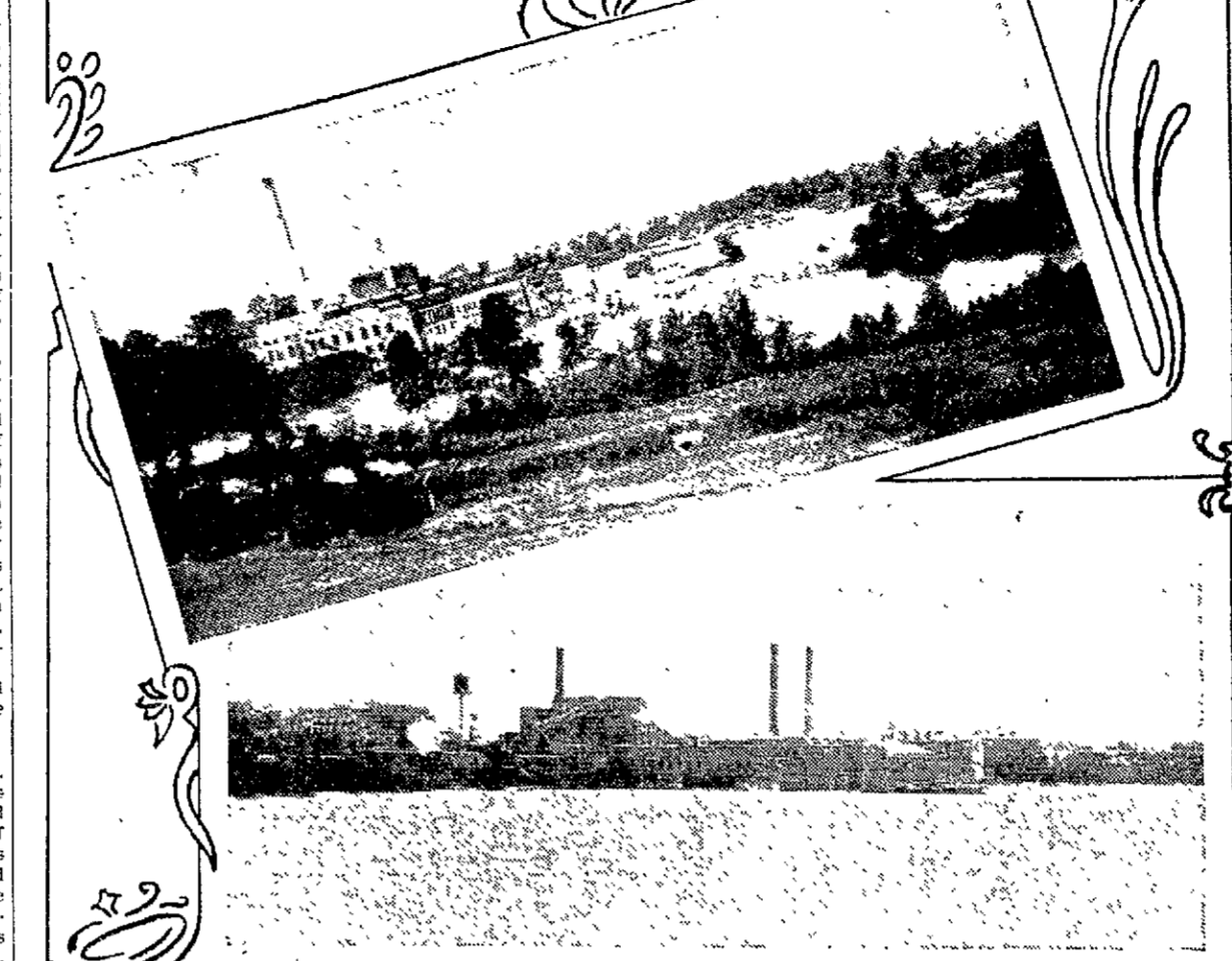
The G. W. Jones Lumber company, whose executive offices are in Appleton, has its mill location at Wabeno, Wis., where an up-to-date band mill produces a large amount of sawed lumber. The company has been operating this mill for several years, and expects to have enough timber to continue operations there for eight to ten years. The company was founded in 1892 by G. W. Jones with a capitalization of \$100,000. It is now capitalized at \$500,000 with the following officers: G. W. Jones, president; S. D. Switzer, vice president; J. W. Fisher, secretary; H. C. Humphrey, treasurer. Hemlock and other hardwoods are produced in the form of lumber.

FOX RIVER PAPER CO.

The Fox River Paper company, Appleton, one of the largest concerns in the central Fox river valley, and a concern that pays six per cent of all taxes in Appleton, manufactures writing papers, bonds, ledgers and flats. An interesting and complete history of this company is found elsewhere in this edition. Present officers are William C. Wing, president; H. K. Babcock, vice president; John Stevens Jr., treasurer; M. B. Olmsted, secretary; Edward T. Gamsky, sales manager. Five hundred and ten employees operate five paper machines making 50 tons of paper per day. Products find outlet entirely through the jobber, sales representatives being limited to two. The world is the market of this company, which paid \$61,284.23 in taxes last year and had a payroll of \$510,561.57. This year is the fortieth anniversary of the company.

S. C. SHANNON CO.

The S. C. Shannon company, whole sale grocers, Appleton, covering Appleton and adjacent territory, was founded in 1903 by the late S. C. Shannon, H. J. Ingold, George Downer and George P. Hewitt. It is now capitalized at \$200,000, employs 22 people with a 1922 payroll of \$35,780.16. Floor space amounts to 20,000 square feet, and in 1922 its taxes



UPPER PICTURE SHOWS THE PLANT OF THE COMBINED LOCKS PAPER CO. AT COMBINED LOCKS; LOWER PICTURE, KIMBERLY-CLARK CO. MILL AT KIMBERLY.

were \$8,771.94. Present officers are H. J. Ingold, president; John Hackworthy, vice president; J. E. Leimert, secretary.

WISCONSIN WIRE WORKS

The Wisconsin Wire Works, Appleton, manufacturers of wire cloth for paper manufacturing purposes is capitalized at \$100,000, with O. T. Schlafer, president, D. Nottage, vice president, John J. Sherman, treasurer; J. D. Watson, secretary. Employees number 42 and floor space amounts to 28,550 square feet. Products go to paper mills all over the United States and in Canada. Outlet is through four agencies reaching from coast to coast. The payroll in 1922 amounted to \$69,755.61, and taxes

were \$3,635.87. The company was founded in 1909 by C. R. Price, Joseph Rossmore, Adam Wondt, H. G. Saeker and F. E. Saeker, original capitalization being \$15,000. Four looms and one stretcher was the extent of original equipment.

TUTTLE PRESS CO.

The Tuttle Press company, Appleton, paper converters, with a capitalization of \$875,000, employs 150 to 175 people and has a floor space of 100,000 square feet. Fourteen salesmen sell products to jobbers in the United States and some foreign countries. The company was founded in 1889 by F. A. Tuttle and was incorporated in 1901 for \$20,000. Original equipment consisted of one printing

press. Present officers are A. F. Tuttle, president; E. N. Smith, vice president and general manager; R. H. Purdy, treasurer.

PATTEN PAPER CO.

The Patten Paper Company, Limited, was founded in Neenah in 1873, by Axel W. Patten; capitalization, \$100,000. Ten years later, Mr. Patten moved the mill to Appleton in its present location. Only part of the original mill stands as two fires destroyed parts of the original equipment. The company is now capitalized at about \$700,000, and makes high grade rag printing and machine finished book papers, railroad manilas.

(Continued on page 29)

Valley Mills Famous For Their Fine Paper

FOR years the leading industry of Appleton has been the manufacture of paper. It was at one time the dominating industry of the Fox river valley. With Appleton as its center, the valley occupied a pivotal place in the paper making industry of the west and controlled the paper market of the world. In the production of the finer grades of paper, it still has a leading part.

Pioneer manufacturing was dependent upon raw materials produced in the immediate vicinity. The one raw material which the Fox River valley had in abundant quantity was wood. And naturally the saw mill industry was the premier industry of the valley. The first paper mill in Appleton, built in 1853, used rags only in the manufacture of paper.

When it was discovered that paper could be made from wood, the industrial leadership held by the saw mills was usurped by the paper mills. Because the great pulpwood forests reached nearly to the edge of the city and because the great amount of power necessary for the grinding of the wood was obtained cheaply from the wonderful waterpower on the Fox river, the papermills in the valley were the pivotal mills of the paper making industry. The mills clearly had the advantage in cost of material and resultant cost of production. It was natural that they should be able to push down the price of the finished product.

LOST LEADERSHIP

As the forests receded and the local mills became more and more removed from their source of supply, new mills built along the frontiers in central Wisconsin, Minnesota and Michigan, and later on the boundary line of Canada and in the Canadian interior, became the dominating mills of the industry, especially in the manufacture of newspaper or print paper.

There began now in the vicinity a sifting from the manufacture of print paper, which required a maximum of wood material and a minimum of labor, to the manufacture of the higher grades of paper, and manufacturers

rebuilt their mills for the production of book, bond, tissue, wrapping papers and specialties. In consequence, very little print paper is now manufactured in the valley, it having been substituted by the production of paper in which wood material plays less importance than the quality of the product in determining paper prices.

LEADS WISCONSIN

In the production of the higher grades of paper Appleton today occupies a place of prominence. It has in the Fox River Paper company the second largest rag writing paper industry in the country. In 1919 this city produced more than one-half of the "fine" paper of Wisconsin.

The Fox River valley still is the paper making center of Wisconsin. According to the census figures of 1919, which have not been materially changed through the intervening years, Wisconsin ranked fourth among the papermaking states, its consumption of 854,000 cords of pulpwood and its production of 571,000 tons of paper representing about 5 per cent of the national consumption and production. The paper mills in the Fox river valley have a papermaking capacity of more than one-third of that of Wisconsin and a pulp manufacturing capacity of about one-fourth.

Twenty-four of Wisconsin's 50 paper manufacturers are located in the valley and operate 45 of Wisconsin's 166 paper and pulp mills. Although it is difficult to state the valley's proportion of the \$92,000,000 capital invested and the 12,700 employees engaged in the Wisconsin paper making plants, yet on the basis of the mill equipment the valley mills probably represent an investment of \$30,000,000 and employ a wage army of 4,000, earning about \$5,000,000 annually.

In the year 1919 the Fox River valley paper mills had a total daily capacity of 2,000,000 pounds of paper and over 1,800,000 pounds of pulp. The yearly capacity was about 270,000 tons of paper and 163,000 tons of pulp, as compared with Wisconsin's annual capacity of 655,000 tons of paper and 625,000 tons of pulp. The value of the paper products manufactured in the valley during the afore-mentioned period was approximately \$31,000,000 in paper and \$9,000,000 in pulp.

THE TUTTLE PRESS COMPANY

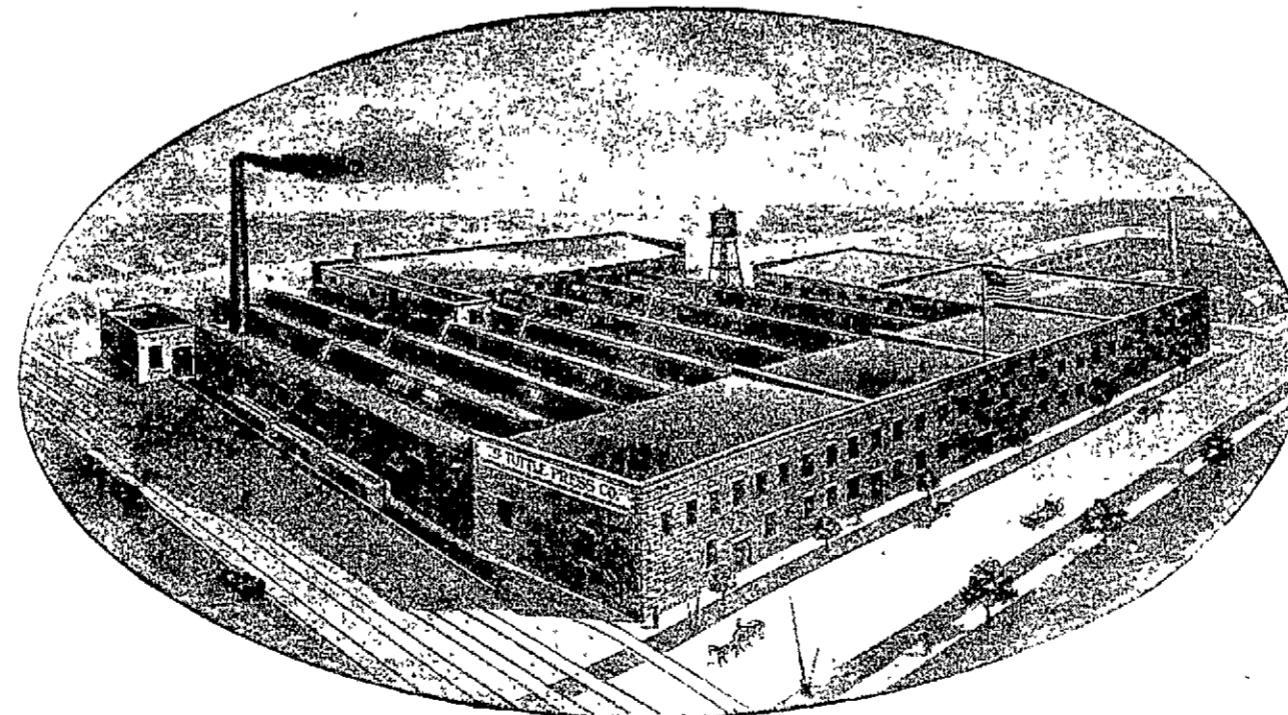
CONVERTORS AND PRINTERS OF PAPER

EDW. N. SMITH, Vice Pres., Gen. Mgr.

A. F. TUTTLE, President

ROY H. PURDY, Treasurer

1898



1923

Plain and Decorated Crepe Paper
Plain and Decorated Crepe Napkins
Ribbon Crepe Streamers
Luncheon Sets

Specialty
Printing

Milk Bottle Caps
Christmas Wrapping Paper
Adding Machine Rolls
Shelf Lining Paper

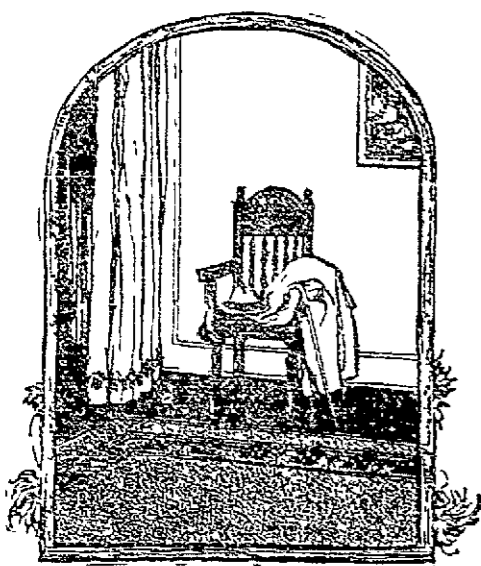
ONE OF THE LARGEST SHIPPERS IN APPLETON

FREIGHT

EXPRESS

PARCEL POST

See these lovely Rugs priced amazingly low*



The Keynote of a Charming Living Room

It is amazing how completely Kimlark Rugs meet the requirements of a living-room rug. They offer something more than mere prettiness of design; it is rather an elusive charm that you associate with only the highest-priced rugs. Warmth you find in the rich, subdued tones; dignity in the unbroken expanse of their plain centers; friendliness in the light accent of their border designs. Yet, withal, there is a quiet restraint that brings these qualities together in a delightfully harmonious whole.

A Pretty and Practical Dining Room Rug

Kimlark Rugs, with their happy combination of soft colored ground and discreetly gay design, are equally appropriate for sunny breakfasts and candle-lit dinners. Moreover, they withstand wonderfully the day-after-day scrape of chairs, the scuff-scuff of restless childish feet, the unavoidable disasters of spilled food. As for spots—a quick rub with art gum removes them. And an occasional cleaning with soap and water keeps the rug bright and fresh as new.

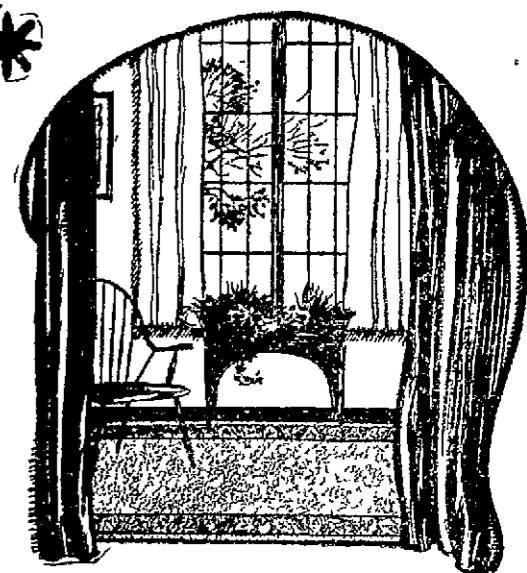
Thick, Soft and Pliant— Ideal for the Bedroom

Soft and pleasant underfoot—smooth and grateful to toddling baby feet—Kimlark Rugs are just the floor covering for bedroom and nursery. They are wholesome and cleanly, charmingly decorative, long-wearing. And their colorings, light and gay, or discreetly subdued, form the basis of rooms of endless variety and charm.

Delightful Patterns for Sun or Breakfast Room

For these informal rooms, where a gayer note is wanted, Kimlark Rugs offer a wealth of charming designs and happy colorings. They have other pleasing qualities which you do not expect to find in as inexpensive a rug as this. They are soft and noiseless; lie flat without curling up at the edges; do not bend or break when bent, crushed or folded; withstand the action of sunlight; and wear remarkably well.

Special Displays This Week in All the Better Stores



Until you have seen them, you cannot realize how wonderfully pretty Kimlark Rugs are. Their fascinating patterns, their lovely, soft colorings, their smooth, fine weave, are a genuine delight to every woman who appreciates beautiful floor coverings.

Not alone are the designs unusually attractive; the quality of the rug itself is exceptional. A remarkable, new method of production has given to Kimlark Rugs certain features that you do not expect to find combined in any one rug—features that give them great durability as well as lasting beauty.

The smooth, soft surface of the rug, the firmness and pliability of the fabric, the thick, three-ply weave, make the rug noiseless, soft and pleasant underfoot, and give it a sturdy resistance to hard wear that is really amazing.

You can afford Kimlark Rugs for every room in the house

Though Kimlark Rugs have the charm of a high-priced rug, they are priced unbelievably low. You can, in fact, get two Kimlark Rugs for about what you expected to pay for one. And every rug gives double-wear, because it can be used on both sides.

If you have only \$20 or \$30 to spend for a 9 x 12 rug, or if you must make \$30 or \$35 cover the cost of one large and several smaller rugs, Kimlark Rugs will meet your needs perfectly.

Price them this week

Just now all the better stores have special showings of Kimlark Rugs. Be sure to see them, and learn how much farther Kimlark Rugs will make your rug money go.

Manufactured exclusively by NATIONAL FIBER TEXTILE COMPANY,
NEW YORK CHICAGO SAN FRANCISCO MILLS, NEENAH, WISCONSIN



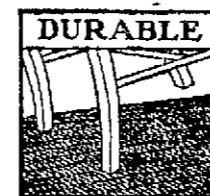
Soft

Made of a smooth, soft, pliable material. Free from harsh surfaces, wiry barbs or broken strands. Noiseless, thick, and soft underfoot.



Pliable

Can be bent, crushed, folded or twisted without cracking or breaking. Lies flat without curling. Does not slip or creep.



Durable

Withstands remarkably the wearing action of feet and chairs, of dirt and grit, of sun and rain.



Washable

Easily cleaned by washing with soap and water. Spots can be removed by rubbing with art gum. Closely woven, so that dirt does not sift through.



Reversible

Finished on both sides, with a design on one side and the other side plain, with solid or variegated colors—giving double wear.



Fire-Resisting

Tests have proved that Kimlark Rugs will not ignite. The carelessly dropped cigarette or lighted match does not harm or burn holes through them.

In Halls Where Hard Wear Comes

Here it is that Kimlark Rugs demonstrate their remarkable sturdiness. The soft, pliant surface of the rug little suggests the tough, hard-finished fabric which composes it. Only time can show how firmly Kimlark Rugs resist the steady wear of passing feet, the ground-in dust and grime of all outdoors. Kimlark Rugs are unusually closely woven; dirt does not readily sift through. Yet they are easily kept clean. For halls Kimlark patterns include some very attractive neutral toned designs and plain bordered rugs that do not show soil.

You Can Afford Kimlark Rugs for the Porch

Because they are such good floor coverings, some women think that they are too expensive for the porch. Not at all. They are surprisingly low in price. And, because of their sturdier quality, they stand up better under the severe outside conditions than cheaper rugs do. They are waterproof and washable; their colors are specially treated to last indefinitely. Moreover, they offer two wearing surfaces. Both sides are finished—one in an attractive design, the other plain, in solid or variegated colors.

Not Too Costly for the Summer Cottage

You can even afford Kimlark Rugs for the simplest summer home; equip the cottage throughout at an amazingly small expense. There are gay, colorful designs that seem just made for the holiday spirit of the summer home; or, if you prefer, quiet, neutral patterns or plain bordered rugs. Sand and water have little effect upon them; moths do not attack them; they can be rolled up and put away for months at a time without harm.

★ KIMLARK RUGS

in standard sizes, are priced from \$2.50 to \$27.50, depending upon size.

KIMLARK RUGS

FOR
EVERY FLOOR
Everywhere

FOX RIVER IS IMPORTANT STREAM FOR COMMERCE

Valley's Prosperity Based On Paper Mills

(Continued from page 27)

envelope manilas and specialties. Ninety five employees work in a mill that has a floor space of 35,000 square feet. Payroll in 1922 was \$125,000, and taxes amounted to \$25,000. Outlet of products is through the jobber, principally to wholesalers. Present officers are Judson G. Rosebush, president and treasurer; Stephen C. Rosebush, secretary; Adam Remley, general manager; Eric D. Lindberg, assistant treasurer and office manager.

MARSHALL PAPER CO.
The Marshall Paper company, Appleton, of which L. J. Marshall is the directing head, jobs and retails wrapping and printers' paper of all kinds, toilet, tissue, adding machine paper, gummed tape, bags and paper specialties. Twenty three employees work in a plant with 28,000 square feet or more than a half acre. The company employs seven salesmen. The company was founded in 1893 by Simon and Samuel G. Marshall, with a floor space of about 2,400 square feet. The company has expanded to ten times the space required at inception. Up to the year 1917, Samuel G. Marshall was the directing head. After his death his duties devolved upon L. J. Marshall. The company has had a healthy, steady growth, and now is the largest distributor of wrapping and printers' paper in not only the Fox river valley, but in the state. It confines its distributing activities to paper products only.

VALLEY IRON WORKS
The Valley Iron Works Company, Appleton, with a capitalization of \$400,000, manufactures pulp and paper mill machinery. When founded in 1900, capitalization was \$40,000. Floor space now amounts to 110,000 square feet. 175 persons are employed. Markets are worldwide to the consumer. A factory council plan for workers has proved very satisfactory. Officers of the company are E. A. Peterson, president; Ernst Mahler, vice president; W. H. Burns, secretary; R. S. Powell, treasurer; R. A. Peterson, assistant treasurer.

APPLETON SUPERIOR KNITTING WORKS
The Appleton Superior Knitting Works, Appleton, manufacturers of knitted underwear, sweaters, hosiery, mittens and caps, is capitalized for \$50,000, and sells to the retailer in the northwest and southwest through fifteen salesmen. The company was founded in 1899 with an original capital of \$10,000. It took in a reorganization of the Lake Superior Knitting Works located at Marquette, Mich., removed to Appleton in 1900. Original

equipment of the company consisted of a hosiery mill. Present officers are D. V. N. Harwood, president; G. H. Packard, vice president; P. J. Harwood, secretary; A. H. Wickesberg, treasurer.

APPLETON WOOLEN MILLS
The Appleton Woollen Mills founded in 1881 with a capitalization of \$75,000, was a reorganization of Hutchinson and Co. It is now incorporated for \$600,000 and employs 200 people. Products include paper makers' felts and jackets, casimers, meltons, and overcoatings. Six salesmen are on the road. Cloth products have national distribution; felts, national and export. Officers are P. J. Harwood, president and general manager; F. I. Phillips, vice president; D. V. N. Harwood, secretary, and A. H. Wickesberg, treasurer.

AYLWARD SONS CO.
Aylward Sons Company, Menasha, manufacturers of municipal castings, with a capitalization of \$50,000, and two salesmen, sell to cities and towns in the western states.

APPLETON BROOM MFG. CO.
Appleton Broom Mfg. Company, of which the officers are J. J. Cohen, president, and L. C. Wassmann, secretary-treasurer, make all kinds of brooms, outlet for which is through 20 salesmen to jobbers and retailers. The company is capitalized at about \$15,000 and covers two floors, 40 by 125 feet. Founded in 1917 by J. J. Cohen, the organization now employs 20 people. Original capitalization was just \$1,000.

NEENAH SHOE CO.
Neenah Shoe Company, manufacturers of men's and boys' shoes, has national distribution to the retailer. Officers are: President, H. A. Smith; vice president, H. K. Babcock; secretary-treasurer, A. F. S. Lyons. With a floor space of 10,000 square feet, 40 to 80 persons are employed. The company was founded in 1882 with a capitalization of \$25,000.

TOY COMPANY OF AMERICA
The Toy Company of America, Appleton, of which C. L. Wiggin is president; Paul Abendroth, vice president; Frank Groh, treasurer, and R. O. Koehnsted, secretary, was founded in 1920 by C. L. Wiggin with a capitalization of \$100,000. The company, employing, when at full capacity, 90 employees, manufactures and distributes toys of all kinds through six salesmen.

SCOLDING LOCKS HAIRPIN CO.
Scolding Locks Hairpin Company, Appleton Junction, founded in 1919, and now capitalized at \$125,000, manufactures a patented hairpin having incorporated features that make it more desirable than any other form of hairpin, according to local women, who assert that no other pin on the market holds their hair so securely. Officers are H. G. Saecker, A. E. Weissenborn, E. H. Krug, and A. F. Tuttle. Thirty five employees work in a floor space of 80,000 square feet. Outlet is direct to the jobber, no salesmen being employed. H. G. Saecker, F. E. Saecker and Homer P. Smith were the founders.

ZWICKER KNITTING MILLS
Zwicker Knitting Mills, Appleton, founded in 1912 by Walter Zwicker and a capitalization of \$5,000 is now capitalized at \$50,000, employs 75 people, and makes knit gloves and mittens. The jobber of the central west is the outlet. Ten thousand square feet of floor space and a 1922 payroll of \$50,000 are significant features. Officers are Walter, Arthur and Dewey Zwicker.

ISLAND PAPER CO.
Island Paper Company, Menasha, incorporated in February, 1905, was founded in 1885 by C. W. Howard. The company, with 200 employees, manufactures wrapping paper, which goes to the jobber all over the United States. Officers are D. T. H. Mackinson, president; William Strange, vice president, and A. N. Strahge, secretary-treasurer and manager. The company has a sales office in the Conway Bldg., Chicago. Payroll in 1922 amounted to \$240,000, and local taxes to \$8,720. When the mill was founded, equipment consisted of one paper machine. It now has three paper machines and a sulphite mill, making 35 tons of paper and 27 tons of sulphite a day. This is the only sulphite mill in Menasha or Neenah. Eighteen thousand cords of hemlock wood are consumed per year.



JERSILD KNITTING CO.
Jersild Knitting Company, Neenah, manufacturers of sweaters, was founded in 1900 by J. N. Jersild, with a capitalization of \$25,000. The company has 230 employees, 15 salesmen and is capitalized at \$500,000. Outlet is through the retailer, all over the United States. A payroll of \$45,000 and taxes of \$3,500.00 in 1922 are significant figures. Officers are G. L. Madson, president, and L. J. Pinkerton, treasurer and manager.

JOHN STRANGE COMPANIES
John Strange Paper Company, John Strange Pail company and Stevens Point Pulp and Paper Company, Menasha, are associate corporations.

The John Strange Paper company, founded in 1882 by John Strange, with a capitalization of \$100,000, manufactures box boards and kraft papers, mill wrappers and specialties. Employees number 220, and floor space coverage is 225,000 square feet. Consumers take the bulk of the production. Capital stock now amounts to \$1,000,000, payroll in 1922 was about \$300,000 and taxes about \$20,000. John Strange is president and Hugh Strange, secretary-treasurer. John Strange Pail company, with a capacity of 10,000 fibre pails daily, had a payroll in 1922 of about \$125,000.

Over 275,000 Tons Of Freight Is Hauled On River Every Year

THE Fox river is the only navigable stream in Wisconsin. Navigation on this river for many years provided the only means of commercial transportation, outside of the old stage coaches. Steamboat transportation played an important part in the development of the industrial and agricultural communities in the valley. It was begun about the time that Appleton became a village.

Although passenger transportation has decreased in recent years and is now carried on practically for pleasure purposes only, shipping of freight is increasing yearly at a rapid rate. Commerce by water has doubled in seven years, the increase being from 141,366 short tons in 1914 to 285,590 tons in 1921. This shows that whereas passengers today desire the speedier conveyance afforded by steam and electric roads and by automobiles, merchants and manufacturers are more and more, wherever practicable, taking advantage of the cheaper shipping rates offered by water.

Improvement of the Fox and Wisconsin rivers for navigation was first undertaken by the state of Wisconsin between 1845 and 1853 under a special act of congress. The state spent about \$400,000 for improvement and vested further improvement in the Fox & Improvement company and subsequently in the Green Bay & Mississippi Canal Co. The United States assumed control of the improvement of the waterway in 1872.

EARLY DEVELOPMENT
Prior to this Wisconsin and its agents had partly canalized the river and built 22 locks and 11 dams under a project to obtain a depth of 4 feet between De Pere and Portage, the bottom width of canals to be 40 feet, locks 125 feet long and 30 wide. The head of navigation was nominally at Shawano on the Wolf river, about 110 miles above the mouth of the Fox. It was used for logging purposes above Shawano.

The government assumed control of Fox river improvement in order to open a waterway between the Great Lakes and the Mississippi river via a canal connecting the Fox and Wisconsin rivers at Portage. It ap-

praised the locks and canals at \$145,000 and paid this sum to the Green Bay & Mississippi Canal Co., the company retaining the waterpower rights. Improvement of the Wisconsin river was later abandoned after \$591,000 had been spent on it, and future work was confined to the Fox river.

RECONSTRUCT LOCKS
The improvement project subsequently adopted by the government and commenced in 1896 provided for the construction and reconstruction of 27 locks and 10 dams; for construction and maintenance of harbors having depths of 6 feet on Lake Winnebago; for deepening and widening the Fox river channel from De Pere, 7 miles above the mouth, to Portage, 156 miles, the depth between De Pere and Montello, 125 miles, to be 6 feet, and from Montello to Portage, 31 miles, the depth to be four feet, the width of the channel from Lake Winnebago to Montello to be 100 feet; dredging, snagging and otherwise improving Wolf river from its mouth near Fremont to New London, a distance of 47 miles, the depth to be 4 feet. The project is over 93 per cent completed.

Present government works include 17 locks, 9 dams and 6.5 miles of canal on the lower river and 9 locks, 7 dams and 6.5 miles of canal on the upper river. There are 33 bridges crossing the Fox river between De Pere and Portage, and the draws vary from 35.4 to 75 feet. Eighteen of the locks are of masonry and eight are of masonry and timber. The accessories include two stone guard locks, lock houses, ware houses, a dry dock, levees, waste weirs, culverts, retaining walls, etc. All dams on the lower river and two on the upper river are provided with controllable sluiceways, and all dams on the upper river are provided with fishways.

SPENT OVER MILLION
The locks are located as follows: De Pere, 1; Little Rapids, 1; Rapids Croche, near Wrightstown, 1; Kaukauna, 5; Little Chute and Combined Locks, 3; Kimberly, 1; Appleton, 4; Menasha, 1; Eureka, 1; Berlin, 1; White River, near Princeton, 1; Princeton, 1; Grand River, near Montello, 1; Montello, 1; Governor Bend, near Portage, 1; Fort Winnebago, near Portage, 1; Portage, 1.

The total amount of money thus far spent in locks and dams is \$1,151,584, that at Appleton itself being \$243,000. But the actual amount of money spent by the government for Fox river improvement up to the end of the last fiscal year was \$4,014,007.89. The total appropriations up to that date had been \$4,154,576.89. The average annual cost of maintenance has been \$53,000.

Among the terminal facilities for navigation between De Pere and Neenah are four freight and passenger wharves, having a combined frontage of 1,150 feet, open to general use; also 8 coal wharves, with a frontage of 2,577 feet, privately owned. There are 5 public and 1 private wharves on Lake Winnebago, and in addition 1 public wharf and 10 private ones. On the upper river there are 14 wharves, and on the Wolf river 8 wharves.

LOCAL COMMERCE
Practically all commerce on the Fox river is of a local character. The principal articles of commerce are coal, lumber, cordwood, pulpwood, sand, gravel, clay, wire, grass, sugar beets, grain, potatoes, flour and feed. By far the greatest amount of traffic is on the lower Fox, although this was crippled last year by severe washouts of retaining wall at Little Rapids. During 1921 a total of 235,590 short tons of freight was carried on the river. Of this 204,560 was coal, 71,375 was building material, 5,710 was pulpwood and 3,565 was farm produce. The number of passengers carried in that year was 12,000. The value of the commodities shipped in the same year was \$1,824,250. How the tonnage increased in five years is seen by the following figures: 1917, 161,000 tons; 1918, 165,336 tons; 1919, 233,877 tons; 1920, 272,783 tons; 1921, 285,590 tons.

All coal is delivered up river from Green Bay, the average haul being about 33 miles and the average rate for transportation 63 cents a ton on board barges of transportation. This does not include cost of operation and maintenance of river paid by the government which would amount to 35 cents. The corresponding rail rate is 1.37 a ton. In 1920 there were plying up the river 11 registered steamers and launches, 3 unrigged vessels and 2 unregistered oil burner jugs.

WOULD ABANDON PART
On Jan. 1 of last year the chief of engineers recommended to congress the abandonment of the upper Fox and Wolf river improvement above the mouth of the Wolf river and the maintenance thereof and the removal of the dams and gates in the upper Fox. To harmonize the interests of navigation, waterpower and land reclamation, he recommended an increased use of Lake Winnebago as a storage reservoir by permitting water to be drawn down to two feet below the crest of the Menasha dam and a corresponding deepening of channels above, at an estimated cost of \$750,000 if all works are retained, and \$485,000 if the upper rivers are abandoned.

ISLAND PAPER COMPANY

MENASHA, WISCONSIN

Manufacturers of

FIBRE WRAPPING PAPERS

DAILY CAPACITY

35 TONS

Distributed by the Jobbing Trade

throughout the United States

MAIN OFFICE

MILL STREET MENASHA, WIS.

MANAGER of SALES OFFICE

CONWAY BUILDING, CHICAGO

40 TRAINS DAILY ON THREE RAILROADS IN APPLETON

848,000 Tons Of Freight And 70,000 Passengers Passed Thru Five Depots Here In Last Year

Incoming And Outgoing Freight For Appleton In 1922 Reached Total Of 27,800 Cars

TRANSPORTATION is always a prime factor in the building of a city, as it is also one of the first considerations for the prospective new settler, merchant, or manufacturer. Appleton is well provided for in that respect, for three of the great railroad systems of the country are here at the disposal of the person who wants to travel or trade. They are the Chicago and Northwestern line, the Soo Line system and the Chicago, Milwaukee and St. Paul railway.

These systems operate four lines through Appleton in all four directions. Among the routes extending through this city are Chicago to Marquette and Ishpeming, Mich., via Green Bay; Chicago to Ashland, Wis., via Manitowish; Chicago to Sault Ste. Marie, via Crandon; branch line of Appleton to Hilbert. Connections are also made nearby for other points.

Five passenger stations and three freight depots are being maintained in the city. Two of the stations are located on Grand Chute Island, one is in the central part of the city, another is on the west side and the fifth is at Appleton Junction, the extreme west end of the city.

40 TRAINS DAILY

These lines operate about 40 trains daily through Appleton of which 26 carry passengers, six of the latter number being mixed trains. Local assets of these roads include 33 miles of trackage, of which 23 miles are side track.

That Appleton is a busy little railroad center is seen in the fact that nearly 70,000 passengers are booked out of the city every year. The number of tickets sold would provide each resident with at least three trips annually. The most frequent destination is Milwaukee, for which over 11,000 tickets are sold. Chicago tickets number between 6,000 and 7,000. Oshkosh—over 9,000. Fond du Lac—5,000. Green Bay—7,500.

21,360 CARS RECEIVED

Monthly there are being received at local freight depots an average of 1,750 carloads of commodities, a total of 21,360 cars a year. The average number of cars shipped out of Appleton in one month is 550, or about 6,580 a year. The total number of cars

PULPWOOD SHIPMENTS

The paper industry again plays a leading part at the receiving end of shipments. Raw material—pulpwood—and part raw material—pulp—represent about 50 per cent of all the freight received in Appleton in a year. Various kinds of merchandise is the next largest item in the list. One-sixth of all incoming freight is fuel, the amount of coal received being about 110,000 tons. Logs, lumber, ce-

ment, stone, brick and gravel, most of which is building material, represents another one-sixth of the inbound freight. Although the 90 carloads of sugar unloaded is a small item compared with the others, it represents approximately 5,000,000 pounds. The itemized list of cars of freight received in a year is as follows:

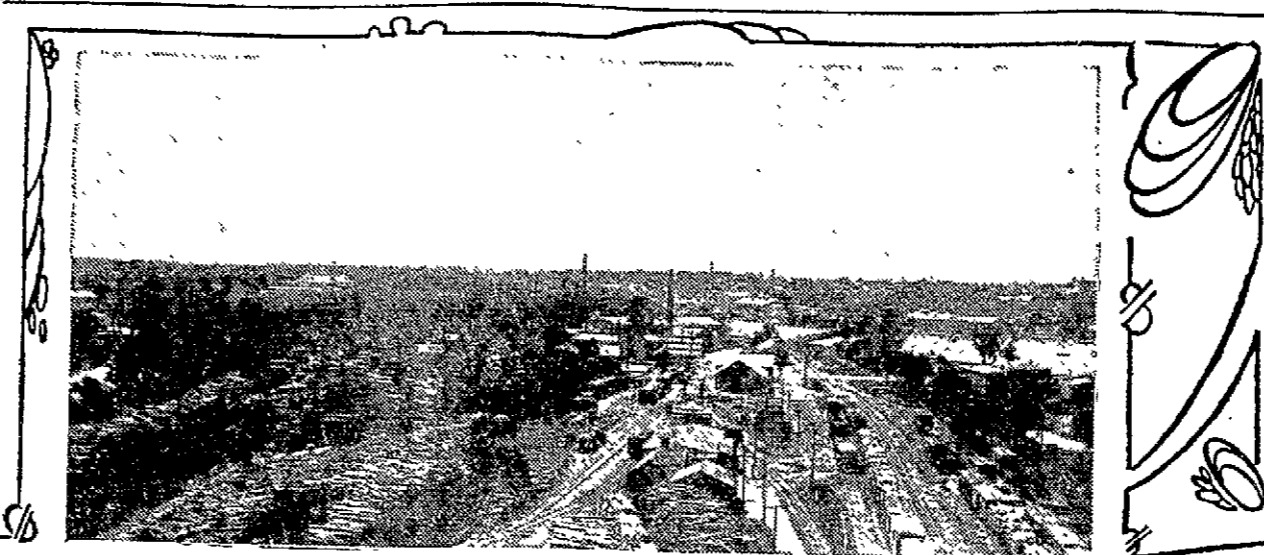
Paper	2,219
Pulp	2,052
Lumber	312
Machinery	168
Livestock	119
Cheese	151
Eggs	30
Fruit, Vegetables	94
Cabbage	404
Miscellaneous	1,951
Total	6,581

Stone, brick, gravel	1,450
Machinery	174
Paper	571
Gasoline	411
Grain	309
Flour, feed	175
Sugar	90
Fruit	362
Miscellaneous	5,467
Totals	21,361

C. & N. W. HERE FIRST

Of the roads operating through Appleton, the Chicago and Northwestern system was the first to extend its line to Appleton. Its first passenger train arrived here at 12 o'clock noon on March 5, 1861. Appleton was at the

GREAT RAILROAD FACILITIES HERE



UPPER PICTURE, SECTION OF RAILROAD YARDS; LOWER LEFT, SOO LINE DEPOT; LOWER RIGHT, CHICAGO AND NORTHWESTERN PASSENGER DEPOT.

Fox River Develops 45,000 Horsepower

(Continued from page 25)

Little Rapids, 2,840; De Pere, 2085.

Waterpower users are saving more than half the expense that would be necessary if steam were used. The estimated average cost of waterpower is \$25 to \$30 annually per horsepower, or about \$50 less than the cost of steam power with coal at the price of \$6 a ton.

Plans to deepen channels have been formulated which, if adopted by the government and waterpower interests, would increase the low water flowage by 1,500 second-feet and provide for an increase in power of several thousand horsepower.

Present users of waterpower on the river are Neenah Paper Co., Krueger & Lachman Milling Co., J. W. Hewitt, Kimberly-Clark Co., Neenah Shoe Co., Bergstrom Paper Co., all of Neenah; Island Paper Co., Gilbert Paper Co., Menasha, Woodenshaw Co., John Strange Paper Co., John Strange Pail Co., Whitmore Machine & Foundry Co., George A. Whiting Paper Co., all of Menasha; Wisconsin Traction, Light, Heat & Power Co., Riverside Paper & Paper Co., Appleton Toy & Furniture Co., Kimberly-Clark Co., Appleton Machine Co., Appleton Woolen Mills, Fox River Paper Co., Appleton Lumber & Manufacturing Co., Patten Paper Co., Valley Iron Works, Inter Lake Pulp & Paper Co., Thimany Pulp & Paper Co., Advance Car Mover Co., Graef Manufacturing Co., all of Appleton; Kimberly-Clark Co., of Kimberly; Combined Locks Paper Co., Valley Mill & Merchandise Co., Little Chute; Combined Locks Paper Co., Combined Locks; Union Bay & Paper Co., Thimany Pulp & Paper Co., Green Bay & Mississippi Canal Co., Kaukauna electric plant, Kaukauna Pulp Co., Outagamie Paper Co., Luther Linde, all of Kaukauna; Riverside Fibre & Paper Co., Little Rapids; American Writing Paper Co., J. P. Dousman Milling Co., De Pere, Electric Light & Power Co., De Pere.

The Fox river is particularly valuable as a waterpower because there are not the great flood fluctuations of water flow that are found in many streams. Lake Winnebago is a huge natural reservoir which stores up sufficient water to give the waterpower users almost normal flow the entire year, even during comparatively dry seasons. There are times of course, when it is necessary to restrict the amount of water that they draw.

Other streams, without natural reservoirs, are not as advantageous for waterpower users. It has been necessary even in Wisconsin to construct great artificial reservoirs to store up enough water in wet seasons to tide the waterpowers through the dry summer. Even this spring mills on the Wisconsin river were compelled to close down partially because of lack of waterpower while the Fox river was adequate.

Practically Every Step in Converting a Hemlock Log Into a Sheet of Paper Can Be Accomplished by Machinery Built in the Plant of

THE VALLEY IRON WORKS COMPANY

THERE are few manufacturers in the United States who can so nearly completely equip a pulp and papermill as can the Valley Iron Works Company. The machines that cut and grind the logs, all through the pulp and paper making process, including even the huge Fourdrinier paper machines themselves, are all built by the Valley Iron Works Company. Its plant and equipment are among the best and largest in the middle west, devoted to the building of papermill machinery. Its product is sold to mills all over the United States and Canada and in foreign countries as well.

Some Facts About The Valley Iron Works Company

It Employs 175 Men.
It Occupies a Floor Space of 110,000 square feet.
1,600 Tons of Castings are turned out per year in its foundry.

The Valley Iron Works Company builds the famous Niagara Beater, the Wolf Chipper, the P. A. P. A. Rotary Screen, the Valley Wet Machine, the Valley Refiner, Valley Centrifugal Pumps, and many others.

Valley Iron Works Company

Plant: Appleton, Wis.

New York Office: 350 Madison Ave.

APPLETON IS SPLENDID FIELD FOR NEW INDUSTRIES

Knitting Is Big Industry In Fox Valley

Thousands of Pails and Kegs Are Made Daily at Menasha

(Continued from page 29)

John Strange is president; J. Paul Strange, treasurer and manager, and Hugh Strange, secretary. The Stevens Point Pulp and Paper company, with a capacity of 25 tons of kraft paper daily, had a payroll of about \$110,000 in 1922. John Strange is president, Hugh Strange, secretary-treasurer and B. G. Goodell, vice president and general manager.

J. J. PLANK AND CO.

Joseph J. Plank and Company, Appleton, manufacturers of dandy rolls for watermarking paper was founded in 1908 by Joseph J. Plank. Twelve employees working in a floorspace of 4,000 square feet provide these much-needed rolls for distribution to the consumer all over the United States.

PACKARD ADVERTISING SERVICE

Packard Advertising Service, Neenah, of which R. L. Packard is the manager, has a modern art, engraving and printing service for manufacturers in the Fox river valley. Five skilled artists are specialists in paper makers' advertising.

HARDWOOD PRODUCTS CO.

Hardwood Products company, Neenah, with a capital and surplus of over \$1,000,000, manufacture plywood, veneers, and wood specialties, and hardwood veneered and solid doors. Products are sold through jobbers and manufacturers of mill-work throughout the United States and Canada. Volume of production can be estimated when it is revealed that the company's payroll in 1922 was in excess of \$350,000. E. D. Beals is president and treasurer; and D. L. Kimberly is vice president and secretary. The company was founded in 1910.

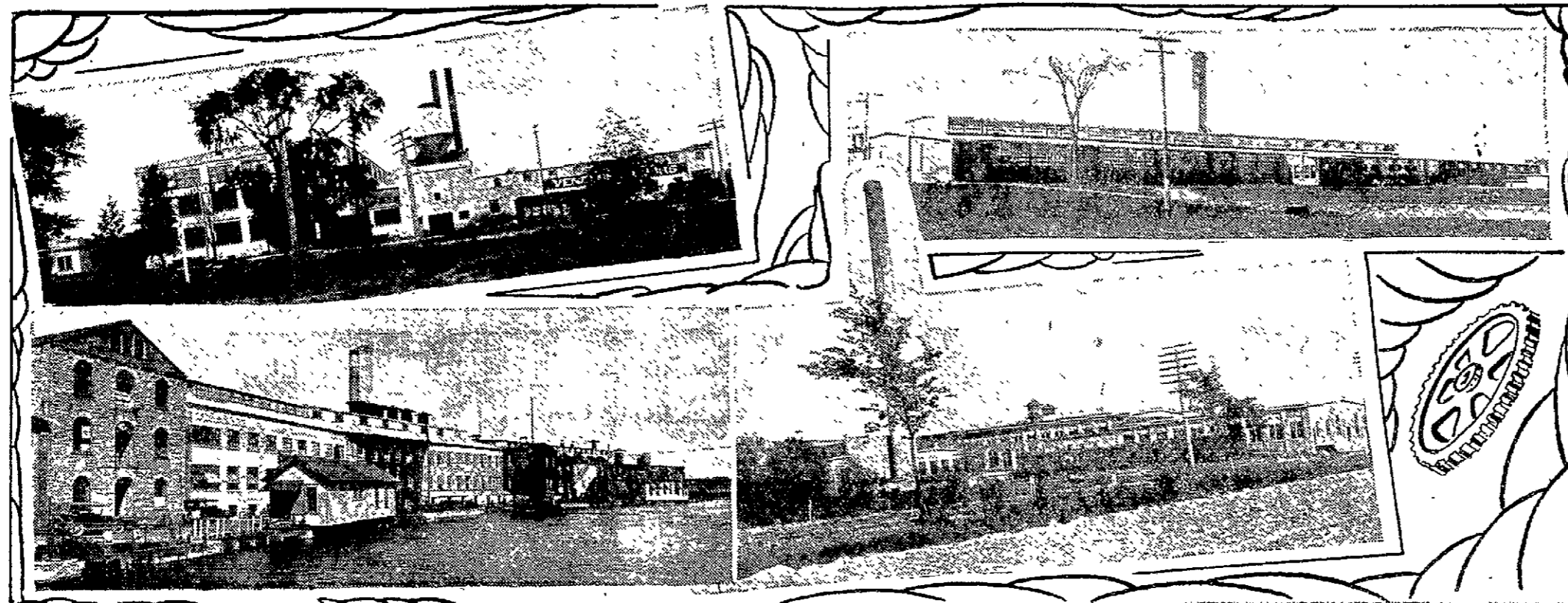
FOX RIVER BOAT CO.

Fox River Boat Company, Menasha, founded in 1909 by Andrew Lind, manufactures boats, yachts and skiffs. Three employees work in a floor space of 2,160 square feet. Andrew Lind is still the proprietor. Markets are in Wisconsin, Minnesota, Michigan and Illinois.

WADHAM'S OIL CO.

The Appleton branch of the Wadhams Oil Company, with a capital investment of \$40,000 was founded in 1907, and an original capitalization of \$5,000. Products manufactured and distributed include gasoline, oil and grease. There are seven employees,

FOUR TWIN CITY INDUSTRIAL PLANTS



UPPER LEFT, HARDWOOD PRODUCTS CO.; UPPER RIGHT, NATIONAL TEXTILE FIBRE CO.; LOWER LEFT, NEENAH PAPER CO. LOWER RIGHT, LAKEVIEW PAPER CO.

five salesmen, and outlet is through the jobber, retailer and consumer. Payroll in 1922 was about \$12,000 and taxes about \$900.00. Ground floor space amounts to 10,600 square feet. Officers of the company are S. S. Cramer, president; F. J. Kipp, vice president; G. A. Streeter, vice president; Louis McNally, secretary; E. N. Killman, treasurer; H. J. Noyes, assistant treasurer and W. B. Marshutz, director. George Booth is manager of the Appleton branch.

COMBINED LOCKS PAPER CO.

Combined Locks Paper Company, with mill at Combined Locks and executive offices at Appleton, manufacturers of light weight printing paper, ground wood and sulphite pulp, is capitalized at \$2,000,000. Founded in 1892, with a capitalization of \$300,000, the growth of the business has been steady and healthy. Florence Paper Company was the founder. Employees now number 500, and products go to the consumer all over the United States. Present capital investment is \$2,000,000, and floor space covered is 243,633 square feet. Officers are L. L. Alsted, president, A. J. McKay, vice president; G. M. Scam-

man, vice president; L. A. Lecher, secretary; D. E. Reese, treasurer; F. E. Holbrook, general manager.

APPLETON TOY AND FURNITURE CO.

Appleton Toy and Furniture Company, manufacturers of porch furniture, children's chairs and shooflys, was founded in 1888, under the name, Union Toy and Furniture Company. In 1899, the name was changed to Appleton Toy and Furniture Company, when the present management came into being. Julius Kahn being president and treasurer; Mrs. J. Kahn, vice president, and Herbert M. Kahn, secretary. The company was incorporated in 1904. In 1913, P. B. Hammel, partner in the business passed away. Employees now number 75, floor space, 45,000 square feet, outlet is through the jobber throughout the nation, chiefly in the south and middle west. The company's payroll in 1922 was \$75,000. The company has the remarkable record of not having shut down for want of business since the present management has had charge.

KIMBERLY-CLARK CO.

Kimberly-Clark company, in its

fifty-first year, has grown from a small company to one of the largest in the American paper industry, and stands as a monument to its four founders, J. A. Kimberly, C. B. Clark, F. C. Shattuck and H. Eabcock, of whom only Mr. Kimberly is still living. The old Globe mill at Neenah is the original unit of the company. Today it owns 10 mills in Neenah, Appleton, Kimberly, Niagara, Wis., Niagara Falls, N. Y., and Kapuskasing, Ont., Canada. Among its subsidiaries are the Cellucotton Products company, manufacturers of the famous Kotex product; National Fibre Textile company, manufacturers of the popular Kimlark fibre rugs, and the Bonitas Lumber Company. The various mills make wrapping paper, book paper, wall paper, bleached groundwood pulp and sulphite. Output of the company has increased from 2 tons a day to 425 tons of paper and 475 tons of pulp a day through its fifty-one years of activity. Officers of the company are J. A. Kimberly, president; F. J. Sensenbrenner, first vice president; J. C. Kimberly, second vice president; C. B. Clark, third vice president; Ernst Mahler, fourth vice president

and general superintendent; C. B. Clark, secretary; S. F. Shattuck, treasurer and head of industrial relations.

APPLETON SHIRT AND PANTS CO.

Appleton Shirt and Pants company, founded in 1891, manufacturers of shirts, pants, underwear, hosiery, dry goods and furnishings, has a floor space of 10,500 square feet, and a capital investment of \$100,000. Employees number 10, with 5 salesmen. Outlet is to the retailer in Wisconsin and Michigan. The company's payroll in 1922 was \$22,000 and taxes \$2,500. H. W. and H. P. Russell are the owners.

INTERLAKE PULP AND PAPER CO.

Interlake Pulp & Paper Company, Appleton, a division of the Consolidated Water Power and Paper company, was established in 1900 by a group of prominent Eastern men. Among these men were William Whitney, who was in Cleveland's Cabinet, Louis Casp Ledyard, still prominent in Wall Street, and many others. "Fighting Bob" Evans was sent out to supervise the construction of the

mill, and during its early history many prominent Eastern men were connected with it, who are still remembered in Appleton business and social circles. The plant has been run continuously since then on its original grade of stock, genuine Mitscherlich sulphite. Improvements have been made and certain parts of the mill remodeled and renewed but, in general, the product and process have remained the same. Many of the men who helped construct the mill and started in as workmen over thirty years ago, remain today as loyal and valued members of the company. The eastern owners sold out to the Consolidated Water Power and Paper Company, Wisconsin Rapids, in 1916, and the Interlake Pulp & Paper Company has been operated under the management and ownership of the Consolidated since that time. It manufactures 75 tons of genuine Mitscherlich sulphite daily and this product is distributed direct to paper mills in the United States. There are several other Mitscherlich sulphite mills in the United States.

(Continued on page 35)

Paper Converting Mills Would Find Conditions Ideal

APPLETON is ambitious to grow, but it would grow in decency and in comfort and without sacrifice of its ideals. It wants more industries, but it is not so industrially hungry that it "bites" and swallows bait, hook, sinker and all.

Because it has not fallen a victim of the so-called "booms" and promotion schemes, it has been able to acquire a modest but steady and healthy growth. Appleton's industries have been successful, because local conditions of labor, material, transportation and market have been favorable.

The city of Appleton encourages only such industries to locate here that are particularly fitted to the community and to which the community is fitted. It knows that somewhere in the country there are industries that are seeking to locate in just such a community, because the industries are adapted to it.

Appleton needs specific industries because certain local conditions of labor, transportation, power, material and market would combine to make such industries profitable.

WANT MARKET HERE

The industrial establishments of this city are forced to buy much of their raw material outside the city and its largest market also extends beyond its confines, all of which means increased cost of transportation. A survey conducted by the local chamber of commerce shows that there are various industries that could be located here both at a profit to the existing manufacturing plants and at a profit to themselves. New industries will either find direct contact with its source of supply or a nearby market.

Inasmuch as Appleton is one of the most important paper manufacturing centers in the United States, several institutions that serve as auxiliaries to the paper industry have already located here, such as paper converting plants and papermill machine plants.

MANY OPPORTUNITIES

But the opportunities in the field of paper industry auxiliaries are by no

means exhausted. The chamber of commerce survey reveals that there is an actual demand for more paper converting plants. The paper converting now done here is paper coating and production of crepe and tissue paper goods and milk bottle caps. Industries manufacturing paper boxes and cartons would find special advantage here. Manufacture of collapsible suit boxes and similar articles should also be profitable, as also the manufacture of tablets and other school supplies.

For a long time there has been a desire manifested here for the location of grey iron foundry which could manufacture a number of machine parts needed for the paper mill and other industries in this locality. The malleable iron industry should do well for the same reason.

BIG TRADE AREA

Because of the large tributary trade area that Appleton commands—nearly 65,000 population within a radius of ten miles—whole establishments could locate here to advantage. The cities and villages of Neenah, Menasha, Kaukauna, New London, Little Chute, Kimberly, Combined Locks, Hortonville, Dale, Black Creek and Shiocton are all practically within that radius.

The outlying trade territory would further welcome such industries here as furniture manufacturing, of which there is already a nucleus here; manufacturing of aluminum goods, for which there is a great demand hereabouts; manufacturing of automobile accessories, there being a good market for that product; manufacturing of chemicals, subsidiary to the paper industry; manufacture of brass goods, woodware, paper board and board containers.

PLENTY OF POWER

Although there are a few valuable sites remaining on the waterpower, ample power is assured by the Wisconsin Traction, Light, Heat & Power company, which can develop 30,000 horsepower and is selling electric energy at low rates.

The Appleton Chamber of Commerce has made a thorough analysis of local industrial and commercial conditions with reference to any proposed new industry, and is constantly negotiating with prospective industries. Any information concerning the possibilities of new industries can be obtained by addressing this body.

23rd ANNIVERSARY

1900 -- Fox River Valley Knitting Co. -- 1923

1108 SECOND AVE.

APPLETON, WISCONSIN

MANUFACTURERS OF

Woolen Socks—Sport Hose—Mittens

Daily Capacity 400 Dozen

FLOOR SPACE 25,000 SQUARE FEET

OFFICERS

JOSEPH EGGERS, *Pres.*
JOHN KOHL, *Vice Pres.*
DAVID NOTTAGE, *Treas.*
W. W. NOTTAGE, *Sec.*

INCORPORATORS

David Nottage — John Steinborg — C. S. Smith

Products Distributed All Over The U. S.,
Through The Jobbing Trade

New York Sales Office—328-330 Broadway

DIRECTORS

JOSEPH EGGERS
JOHN KOHL
DAVID NOTTAGE
W. W. NOTTAGE
JOHN STEINBORG

**\$OO
\$INE**

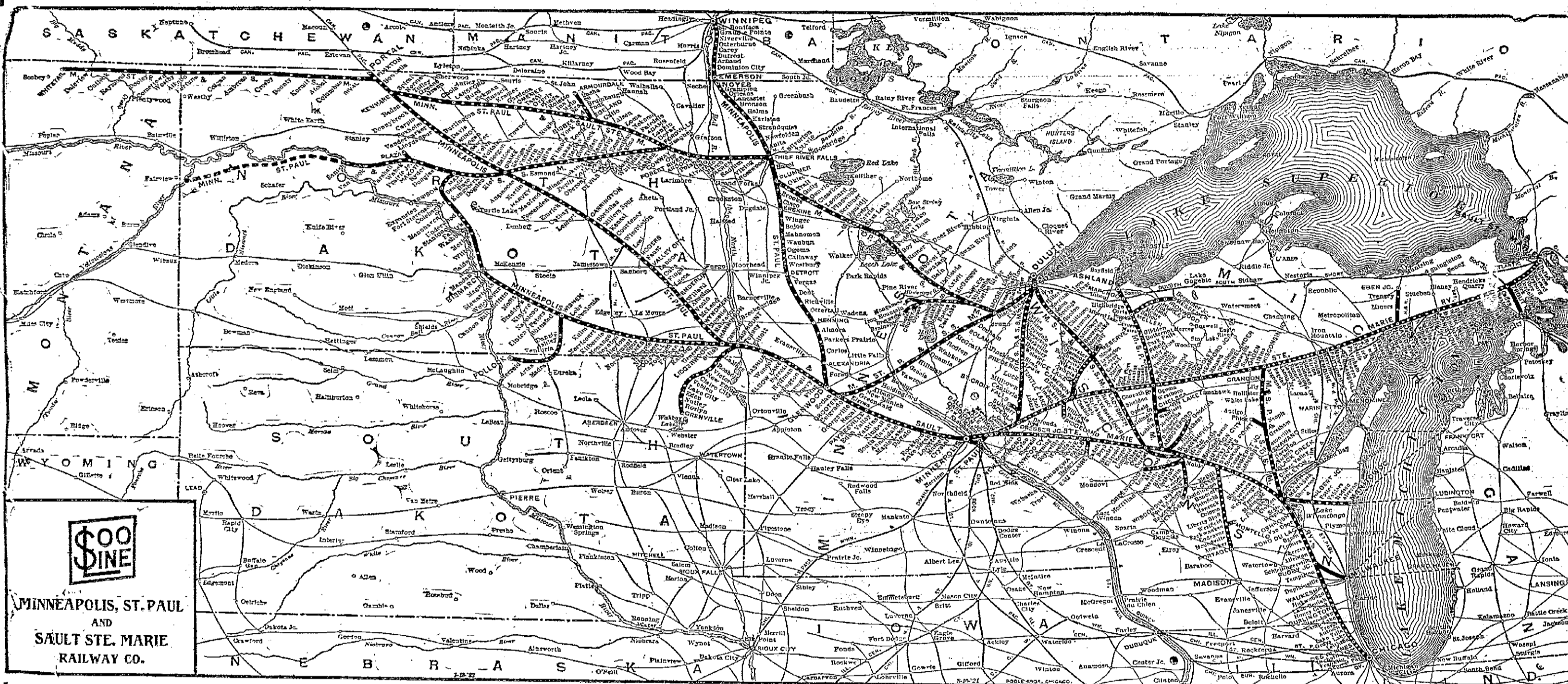
THE Minneapolis, St. Paul & Sault Ste. Marie Railway

**\$OO
\$INE**

OFFERS

SERVICE and COURTESY

YOU WILL APPRECIATE



FAST FREIGHT SERVICE via 7 GATEWAYS 7

(Look at the Map)

Chicago, Faithorn Jct., Mackinaw City, Manistique, Manitowoc
Milwaukee and Sault Ste. Marie

TO

Chicago	Ill.	Winnipeg	Man.	Waukesha	Wis.	Eau Claire	Wis.
St. Paul	Minn.	Brandon	Man.	Fond du Lac	Wis.	Chippewa Falls	Wis.
Minneapolis	Minn.	Regina	Sask.	Oshkosh	Wis.	Ashland	Wis.
Duluth	Minn.	Calgary	Alta.	Appleton	Wis.	Thief River Falls	Minn.
Superior	Wis.	Edmonton	Alta.	Neenah	Wis.	Valley City	N. D.
Spokane	Wash.	Saskatoon	Sask.	Menasha	Wis.	Jamestown	N. D.
Portland	Ore.	Vancouver	B. C.	Stevens Point	Wis.	Edgeley	N. D.
Seattle	Wash.	Victoria	B. C.	Manitowoc	Wis.	Bismarck	N. D.
Tacoma	Wash.	Milwaukee	Wis.			Minot	N. D.

And all Points in the Northwest on Canadian Pacific, Canadian National, Great Northern, Midland Continental, Northern Pacific, O. W. R. R. & N. Co. and Spokane International Railways.

CONNECTIONS OF THE SOO LINE

AT CHICAGO, ILL. All Lines	AT MACKINAW CITY, MICH. Michigan Central R. R. Pennsylvania System	AT MINNESOTA TRANS., MINN. Burlington Route Chicago Great Western R. R. Chicago, Milwaukee & St. Paul Ry. Chicago, Rock Island Pacific Ry. Chicago & Northwestern Line Great Northern Ry. Minneapolis & St. Louis Ry. Northern Pacific Ry.
AT DULUTH, MINN. Duluth, Missabe & Northern Ry. Duluth, South Shore & Atlantic Ry. Duluth, Winnipeg & Pacific Ry. (Canadian National Ry.) Duluth & Iron Range R. R. Great Northern Ry. Northern Pacific Ry.	AT MANISTIQUE, MICH. Ann Arbor R. R.	AT MILWAUKEE, WIS. Grand Trunk Ry. Pere Marquette Ry.
AT EMERSON, MAN. Canadian Pacific Ry. Canadian National Ry.	AT MANITOWOC, WIS. Ann Arbor R. R. Pere Marquette Ry.	AT SAULT ST. MARIE, MICH. Canadian Pacific Ry. Algoma Central Ry.
	AT WIMBLEDON, N. D. Midland Continental R. R.	
	AT PORTAL, N. D. Canadian Pacific Ry.	

To avoid delay, shipments for Canadian destinations must be accompanied by SHIPPERS' EXPORT DECLARATION MADE IN TRIPLICATE. This document must be delivered to railroad agent at initial point with the shipment and accompany same to Canadian port of entry.

DAILY SLEEPING CAR NEENAH-MENASHA TO CHICAGO

Sleeping Car ready for occupancy 9:30 P. M.

Lv. Neenah, Train No. 18 - 2:32 A. M.
Ar. Chicago, " " - 8:25 A. M.

Dining Car serves breakfast before arrival Chicago
Observation Car

NORTH BOUND

Sleeping Car leaves Chicago 12:30 A. M., (ready for occupancy 9:30 P. M.) arrives Neenah-Menasha 7:00 A. M. Cafe-Parlor Car attached.

Splendid afternoon train leaves Chicago 5:30 P. M., arrives Neenah-Menasha 11:18 P. M., with Observation Car and excellent Dining Car service.

INQUIRE OF SOO LINE AGENT

ABUNDANT POWER AT LOW PRICE AVAILABLE HERE

Traction Company's Big Plant Supplies Electric Light And Power to 25 Cities And Towns in Central Fox River Valley

LOW priced and abundant power has been the great factor in the marvelous industrial development of the Fox river valley. No institution has contributed so much to this development by producing abundant power at low cost as the Wisconsin Traction, Light, Heat and Power Co., which operates one of the most modern and complete power plants in the middle west. Starting in 1901 with equipment capable of generating 4,000 horsepower, it has grown until now 23,200 horsepower is developed and an additional generator of 6,800 horsepower has been ordered and will be installed at once. The traction company not only has kept pace with the demand for power but is several steps ahead, always having sufficient reserve equipment to meet emergencies and to accommodate additional power demands.

The traction company constantly is making improvements and additions to its plant and equipment to keep ahead of the demand for power and light. Efficiency in management has made it possible for Appleton and other cities and towns served by the company to enjoy rates for light and power which are lower than in any other city of Appleton's size in Wisconsin. Appleton's electric rates are lower than in Milwaukee and these low rates have been and should be an incentive to industries to locate here. The traction company has been a big factor in building up this valley.

THREE DEPARTMENTS

Three distinct departments are included in the traction company organization. They are the electric, street railway and gas departments, with a combined valuation of \$4,745,138.75. The electric department valuation is \$3,011,579.46 and the street railway is valued at \$1,030,006.09. The combined payroll of all three departments is approximately \$14,000 a month.

Approximately 2,000 horsepower is developed by water and the remaining 21,200 horsepower is steam generated. The new 6,800 horse power generator soon to be installed will be steam operated. The traction company will use about 80,000 tons of coal in 1923. Much of this fuel probably will be transported from Green Bay by barges on the Fox river.

Twelve boilers, with automatic stokers, supply steam for this enormous plant. A huge crane unloads the coal from the barges in to the spacious coal storage yards and automatic machinery keeps the stokers supplied. Only the utmost efficiency in operation makes possible the low rates for light and power in the territory served by the traction company.

SEVEN GENERATORS

The company's generating equipment now consists of two generators for the street railway department and five for light and power. The new machine will be for light and power. Approximately 52 per cent of the power generated by the five light and power machines is used for power and 48 per cent for lighting. When the new equipment is installed, the traction company will be able to generate 23,200 horsepower than the maximum demand in 1922. The total horsepower of the plant will be 30,000 and in 1922 the maximum demand was 22,000. This surplus equipment enables the company to meet emergencies and to provide power and light to meet additional requirements.

SERVES 25 COMMUNITIES

Cities and villages in a large territory adjacent to Appleton are served by the traction company's plant and the company is planning new line extensions which will result in transmission of its power over a still larger area. Not less than 25 cities and villages within 60 miles of Appleton receive their light and power from the Appleton plant.

The traction company sells direct to the consumer in Appleton, Neenah, Seymour, Black Creek, Hortonville, Nichols, Dale, Greenville, Kimberly, Hilbert, Shiocton, Fremont, Sherwood, Stephentown and St. John. Three municipalities purchase current from the local company and distribute over their own wires to the consumers. These municipalities are Menasha, Kaukauna and New London. Each of these cities have municipal lighting plants which are not adequate for their costs of production are so high that it is cheaper to purchase the current from the traction company and resell it to the consumers.

Two other cities which nominally are served by the Wisconsin Public Service Co., receive their light and power from Appleton. They are New Holstein and Chilton. The traction company delivers current to the Wisconsin Public Service Co., at Hilbert and the latter company, then distributes it over its own wires to New Holstein and Chilton consumers. The Badger Utility Co., an independent concern, which sells light and power to Pulaski, Zeebrow, Augellen, Pon-due and Cecil, buys its current from the traction company here. These smaller communities, without power plants of their own, are enabled to obtain cheap light and power because

of the efficiency practiced in the traction company's organization.

1,581 MILES OF LINE

The traction company has an enormous sum of money invested in its transmission lines. It owns approximately 1,581 miles of lines for transmitting and distributing light and power.

In spite of the enormous amount of power demanded by many of the large industries of the Fox river valley, the per capita and per customer cost of power sold in the territory by the traction company compares very favorably with the best records of utilities anywhere. The last report to the Wisconsin railroad commission showed that the per capita cost of light and power in the territory served was only \$25.77. The per customer average for the same territory was \$105.53. The traction company has customers whose monthly bills for light and power run into thousands of dollars.

RAPID GROWTH

The growth of the company in the last decade has been phenomenal. In 1910 the company's books showed only 1,532 electric customers while now about 8,860 are served. The number of customers and the demand for current is increasing rapidly and constantly.

Electric light and power rates here, as in other Wisconsin cities, are regulated by the Wisconsin railroad commission but the rates are entirely dependent upon the efficiency of the plant. The railroad commission intervenes to assure an adequate return to the utility and to prevent rates which give too large a return.

Rates established for Appleton, Neenah and Menasha are identical and they are slightly lower than those charged in other municipalities served by the company.

REASONABLE RATES

Commercial lighting rates in Appleton and the Twin Cities range from 10.5 cents per K. W. H. for the first 50 K. W. H. per month to as low as 2.5 K. W. H. if the consumption is over 2,000 K. W. H. per month. The increment power rate in the same cities ranges from 8 cents per K. W. H. for the first 100 K. W. H. per month to 3 cents if the demand is over 1,000 K. W. H. in a month. The standard power rate, applicable to installations of not less than 50 K. W. ranges from \$2.25 per K. W. per month for the first 50 K. W. of demand to \$1.25 if the demand is over 300 K. W. per month. To this rate must be added an energy charge ranging from 1.6 cents per K. W. H. per month for the first 10,000 K. W. H. to 1 cent for over 200,000 K. W. H. per month. The energy rate is based on standard cost of coal in the company's bunkers of \$8 a ton and is subject to increase or decrease of .0625 per K. W. H. whenever the cost of coal is more or less than \$8 per net ton by 50 cents or multiples thereof.

The traction company also maintains a special electric range rate which is slightly less than half the commercial lighting rate.

21 MILES OF RAILWAY

The street railway department of the traction company serves six municipalities. It has a total of 21 miles of track, of which 6.81 miles are within the city limits of Appleton and the remainder connects or is in Neenah, Menasha, Kimberly, Little Chute and Kaukauna. Half hour service is maintained during the greater part of the day between all the cities on the company's lines.

The company owns 21 cars which are used in city and in interurban service. The Wisconsin Traction, Light, Heat and Power Co., is the only utility in Wisconsin, outside of Milwaukee, to put on new cars in the last 15 years.

In 1922 the company carried 2,117,114 passengers on all its lines. Of these 159,632 were given transfers. Approximately 8 per cent of all the passengers in 1922 used transfers and about 33 per cent used tickets. The average fare for passengers, including those who used transfers, was 9.1 cents.

Eighty-seven employees are in the street railway department and 33 are in the electric department.

SPLENDID RECORD

The street railway department has established a most enviable record for service under the most trying conditions. When nearly every interurban line in Wisconsin was demoralized by storms and snow and operations were ceased, the Wisconsin Traction, Light, Heat and Power Co., would continue without interruption. Many times when cars on Green Bay and Oshkosh lines were entirely at a standstill, the traction company cars were running on schedule and this in spite of the fact that the lines in some places passed through deep cuts in which snow could pile up. Cars would be operated all night to keep the tracks open so that workmen who depend on early morning cars to reach their places of employment would not be inconvenienced. This splendid service was maintained over the whole system.

Elaborate precautions are taken by all departments of the traction company to keep the service up to maximum efficiency. Experts are engaged to make accurate surveys of voltage of the electrical lines in all parts of the territory served so that the slightest deviations from the high standards can be remedied. Readings of voltage are taken at random and if they are not satisfactory the results are made known to the construction department which investigates and suggests the work that is necessary to remedy the fault. Invariably the work is ordered so that there will be no complaint of unsatisfactory service. This phase of the traction com-

pany's activities is almost entirely unknown and yet it represents a considerable item in its operating expense.

A strong organization has been built up here, headed by A. K. Ellis, general superintendent, to operate the property. Many of the employees have extremely long service records, testifying to the policy of the company in treating with its workmen. Labor difficulties are almost unknown to the traction company.

NEW DEVELOPMENTS

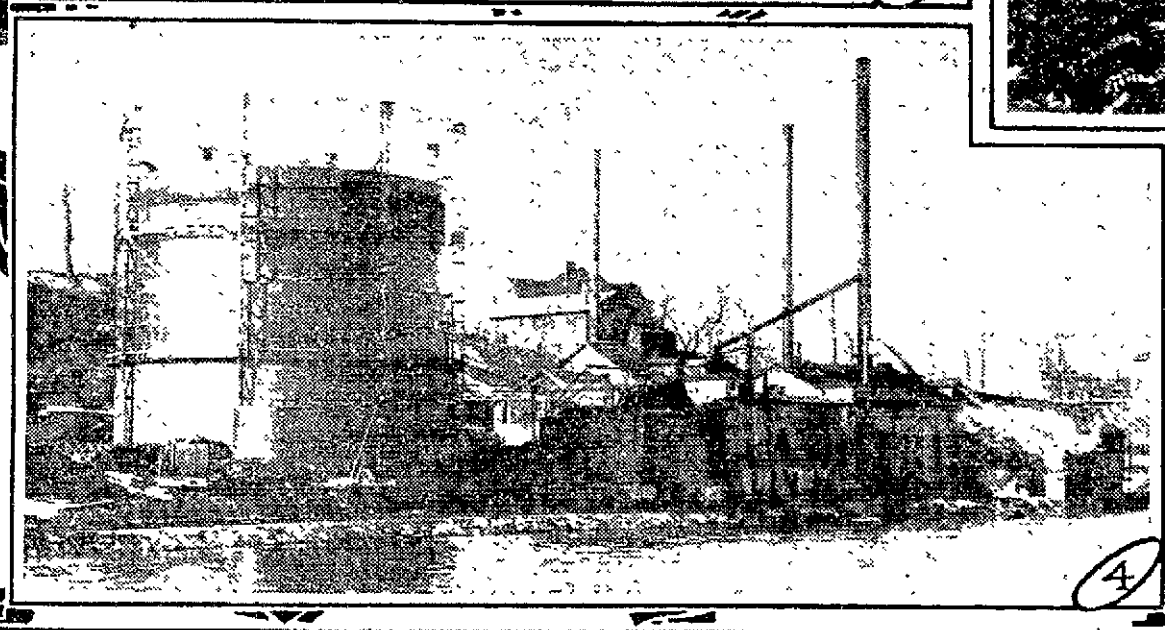
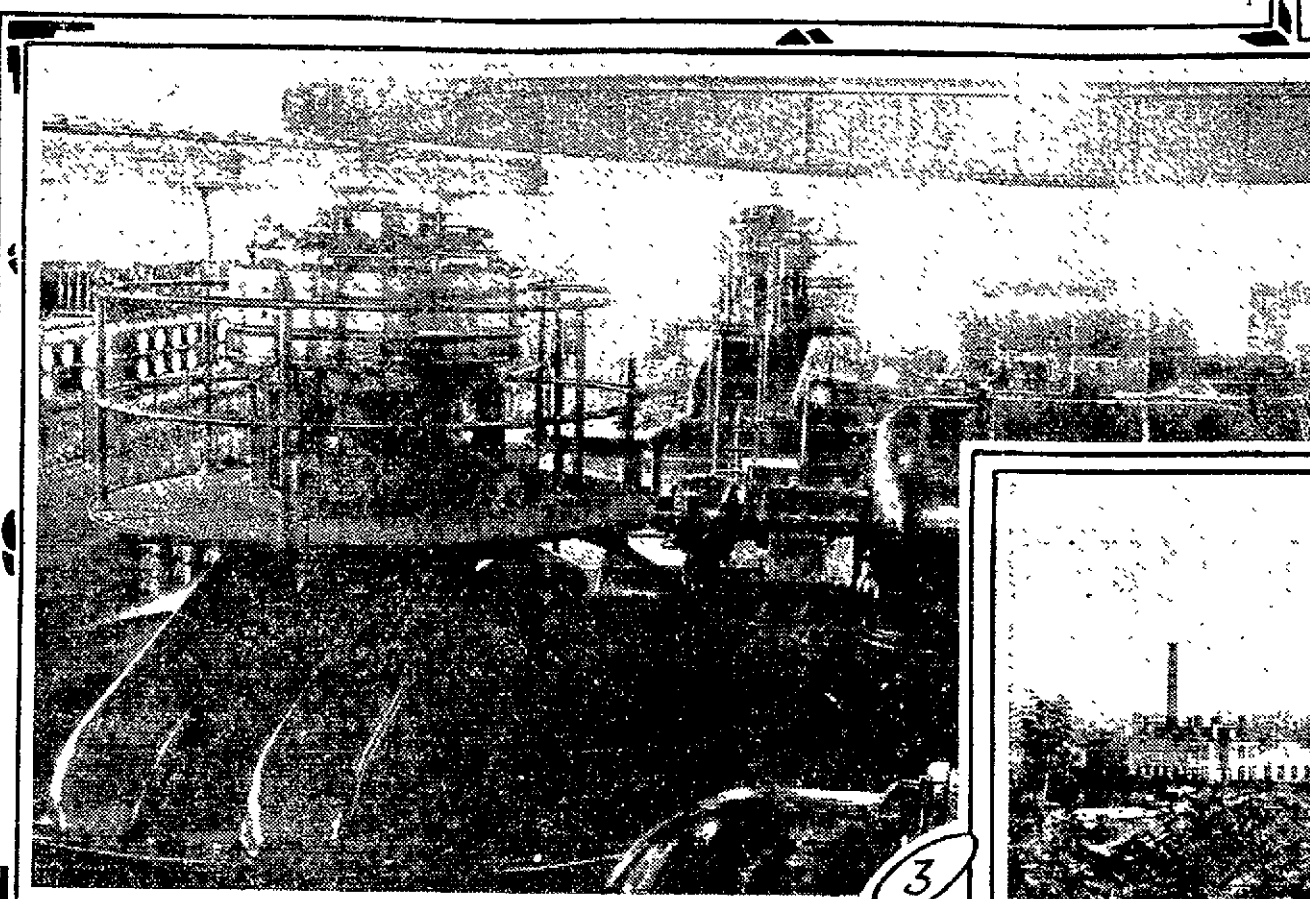
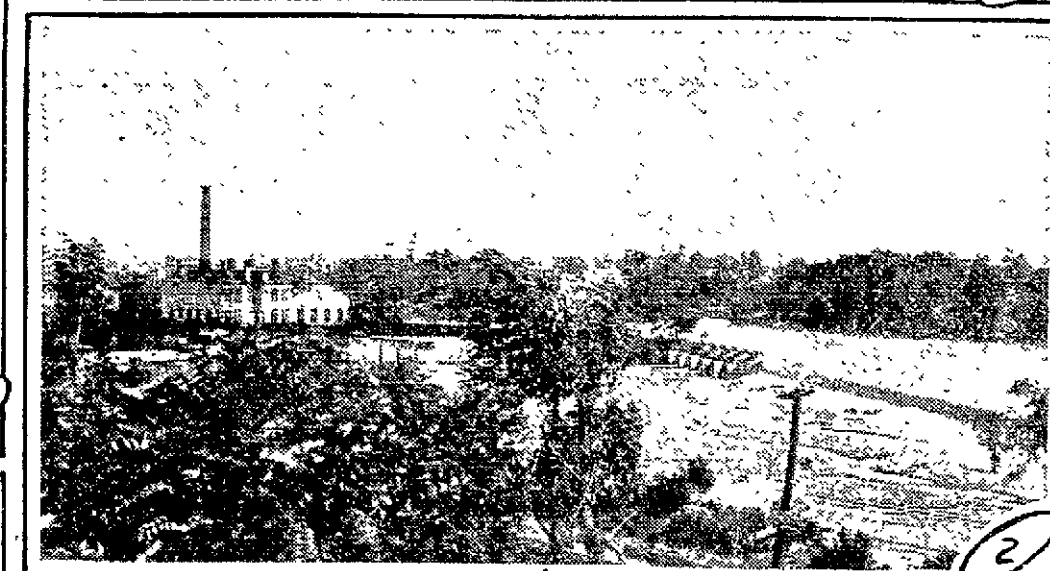
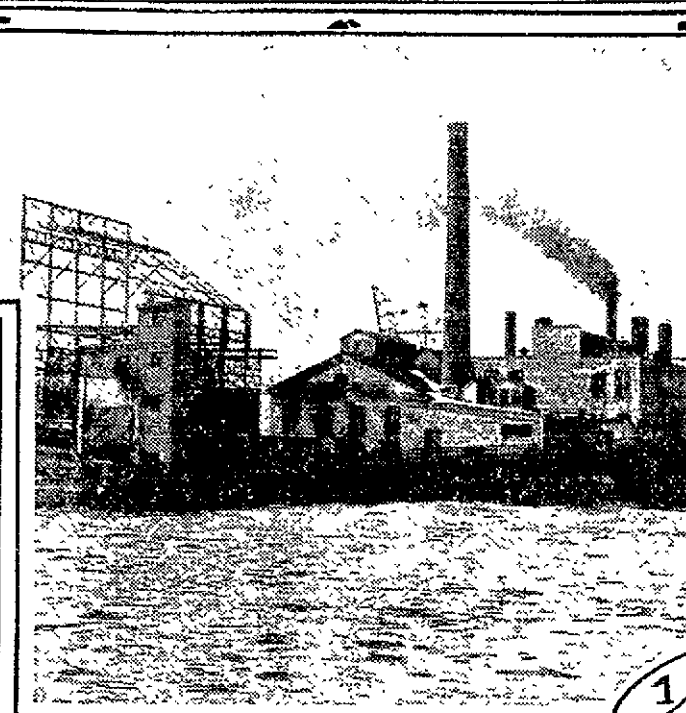
New developments are being contemplated by the company but their extent has not been announced. The company owns a valuable tract of land at the corner of Washington and Oneida streets on which it eventually will erect a terminal station. A valuable waterpower at Gardner dam, about 30 miles north of Appleton, also is the property of the company. It is expected that this property will be developed, considerably increasing the power supply available to this territory.

A large part of the expansion program which resulted in sending Appleton light and power into 25 cities and villages was carried out in the last two or three years. Large crews of men have been engaged in building new lines until the country around Appleton is almost a network of wire. Nearly every farmer living along roads over which the traction company lines pass has installed electric labor saving machinery and is lighting his property with electricity. This service is being extended to more rural residents every year.

An extensive sub-station is maintained at Neenah to take care of the distribution in the Twin Cities. Current is transmitted to Neenah at a high voltage and stepped down by transformers to the requirements of the consumers. Transformer stations are located in many parts of the company's territory because the current for long distance transmission is of high voltage.

Low power rates here have been an incentive to industries to locate in the Fox river valley. The power supply is ample and constant and the extensive transmission lines make "tie-ins" comparatively easy. This ample power has been a big factor in making the valley one of the greatest industrial regions in the middle west. Inquiries constantly are being received about the electric supply and costs here and it is expected that more and more industries will want to locate here to take advantage of the low power costs.

A GREAT POWER PLANT



(1) THE PLANT OF THE WISCONSIN TRACTION, LIGHT, HEAT AND POWER CO. IN APPLETON; (2) WATERPOWER AT THE PLANT; (3) PART OF THE GENERATOR ROOM; (4) TRACTION COMPANY'S GAS PLANT IN APPLETON.

\$700,000 Gas Plant In Appleton Serves Three Valley Cities

78 Miles of Gas Main Supply Nearly 6,300 Customers in Appleton And The Twin Cities

GAS for commercial and domestic consumption in Appleton, Neenah and Menasha is furnished by the gas department of the Wisconsin Traction, Light, Heat and Power Co., which has a gas plant valued at \$703,553.23. Gas is distributed through 78 miles of mains in the three cities. Very few sections of these cities are not furnished with gas service and the extension plans for this year will largely increase the territory that is served.

The gas plant, which is located in Appleton, is a model of efficiency and completeness. It has a capacity of 1,250,000 cubic feet of gas a day. The equipment consists of four gas benches for manufacturing coal gas and two oil gas machines, besides the necessary condensers, purifiers and holders. There is considerable equipment at the gas substation at Neenah, including a holder of 200,000 cubic feet capacity. Seventy-six employees are on the payroll of the gas department.

MAKE MANY IMPROVEMENTS

Improvements costing many thousands of dollars have been made in the last two years to increase gas production, distribution and to maintain a more even pressure. Appleton, when the construction program is complete, will be surrounded entirely by a booster main which will insure even pressure in every part of the city. This big main does not ordinarily supply service to consumers but is installed to maintain pressure and can be used for service. Neenah and Menasha also will be given a booster service. Although this is the most scientific method of maintaining uniform pressure, few gas companies have adopted the system because of its great cost.

RATES ARE LOW

Gas rates in the three cities are comparatively low, ranging from \$1.60 net per thousand cubic feet for

the first 5,000 feet to \$1.10 net per thousand feet if the consumption is over 100,000 cubic feet. The average annual cost per customer is \$12.31 and the average annual cost per capita in the territory served is only \$7.74. Gas rates, like light and power rates, are regulated by the Wisconsin railroad commission.

Improvements and addition to the plant equipment in the last year include installation of a new water gas machine and new purifiers in Appleton, two exhausters in Neenah and one in Appleton. Other minor improvements are constantly being made.

Nearly 16,000 feet of gas main piping has been ordered for extension work in 1923. This work will be started as soon as weather conditions permit. The program includes installation of 6,000 feet of 4-inch main in Appleton 5,500 feet of 4-inch main, 3,000 feet of 6-inch main and 1,200 feet of 10-inch main in Neenah and Menasha. This makes a total of 15,700 feet, of which 9,700 is to be laid in the Twin Cities.

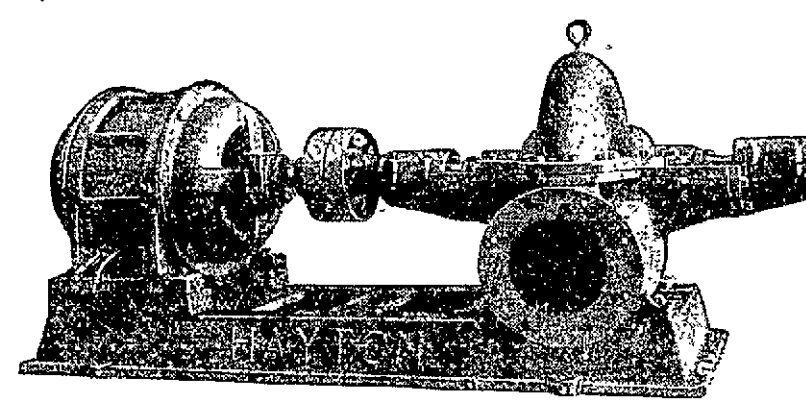
MORE CUSTOMERS

The number of customers of the gas company has nearly doubled in the last ten years and is growing at a very rapid rate because of the extension of the mains. In 1910 the company served 3,404 customers and now it has 6,235 names on its rolls.

A novel system of ascertaining service is employed. Apparatus is installed in homes and places using gas to register the flow. If the readings are not satisfactory improvements or changes are ordered immediately. From fifteen to twenty of these readings are made in all sections of the three cities every month so that a careful check on service is possible at all times.

Gas rates are based quite largely upon the cost of coal and other materials entering into its manufacture. Appleton gas prices compare very favorably with prices in other cities which are much more advantageously located with reference to coal transportation costs.

HAYTON PUMP & BLOWER CO., APPLETON, WISCONSIN



Type "A" Pump

Triplex Stuff Pump

Our Fig. 34 Triplex Stuff Pump shown in this cut is a model construction for strength, durability and convenience in making repairs. Made in all sizes up to 13x15.

Complete Line of Centrifugal and Triplex Pumps

In addition to the styles shown herewith, we have a full line of centrifugal and triplex pumps and are prepared to handle all kinds of pumping problems where either type is adapted.

We Solve Your Pumping Problems

Put your pumping problems up to us and profit by our years of experience in this line of work.

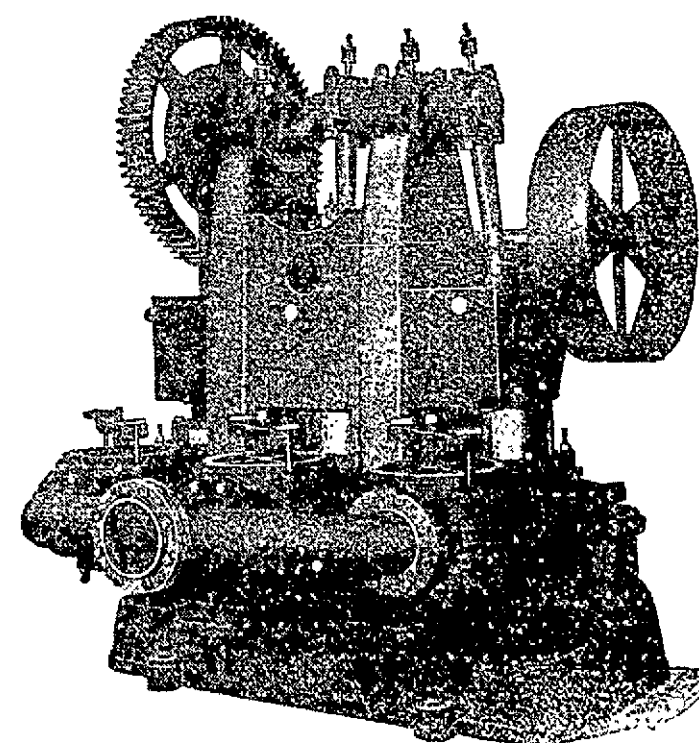
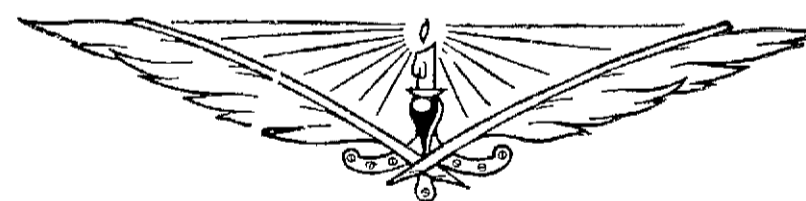


Figure 34

Combined Locks Paper Co.

APPLETON, WISCONSIN

Mills Located at
Combined Locks, Wisconsin



Manufacturers of
Lightweight Printing Paper

Annual Production—30,000 Tons

APPLETON IS TOURIST CENTER OF FOX RIVER VALLEY

Millions Of Paper Cartons Are Made In Menasha Every Year

(Continued from page 31)
but the Interlake Pulp and Paper company leads them all in production and wide distribution of product.

MENASHA PRINTING AND CARTON CO.

Menasha Printing and Carton company, with general offices at Menasha, and factories at Menasha and Wausau, Wisconsin, employs 500, and operates six departments: carton, waxed paper, ice cream and oyster pails, engraving and art, electrotype and ink. Capacity is 1,500,000 paraffined cartons per day; 50,000 pounds of waxed paper per day and 350,000 ice cream and oyster pails per day. The company operates one of the most modern art, engraving and electrotype plants in the United States, reproducing in every known process. Branch offices are maintained in New York, Cleveland, Chicago, Kansas City, Detroit, Seattle and Washington. The cuts, the arrangements of layout, and the art work for the first two pages of the illustrated section of this issue were prepared by this company. Officers are S. H. Cline, president; G. S. Gaylord, vice president; G. W. Heister, treasurer, and W. A. Brooks, secretary.

MENASHA WOODEN WARE CO.

Menasha Wooden Ware Company, manufacturers of pails, tubs, barrels, kits and kegs, have factories at Ladysmith, Wisconsin, Menasha, and Tacoma, Wash. This is the seventy-fourth anniversary of the company, it having been founded by Elisha D. Smith in 1849. There are 1,500 employees, and daily output consists of 35,000 pails and tubs, and 2,500 barrels and kegs. Officers are W. H. Mizer, president and general manager; Mowry Smith, vice president; J. D. Schmelein, secretary; Carlton Smith, assistant secretary; W. M. Elliott, treasurer, and Jacob Liehl, assistant treasurer. Sales offices are located in Chicago, Cincinnati, New York and St. Louis.

APPLETON COATED PAPER CO.

Appleton Coated Paper company, manufacturers of enamel board, and lithograph label papers in white and colors, was located in Appleton in 1907. It owed its organization to its precursor, the Boyd Paper Company of Kaukauna, which was founded in 1905 by Charles S. Boyd, the present head of the Appleton Coated Paper Company. The surface coating is made from white China Clay mixed with an adhesive to bind it to the paper. The adhesive used is chiefly casein, made from skim milk. In its manufacture the company uses about 60,000 pounds of casein every month, for which 2,000,000 pounds of skim milk is necessary. Machine finished

book paper is purchased and then converted in the manner described. Outlet is through jobbers all over the country. Production is upwards of 50,000 pounds a day, and from 150 to 175 employees are in the organization. Average annual payroll for the last three years was \$182,762. Average annual taxes not including Federal, for the same period, \$20,207. Officers are Charles S. Boyd, president; R. E. Boyd, vice president, and John Lowe, secretary.

FOX RIVER VALLEY KNITTING CO.

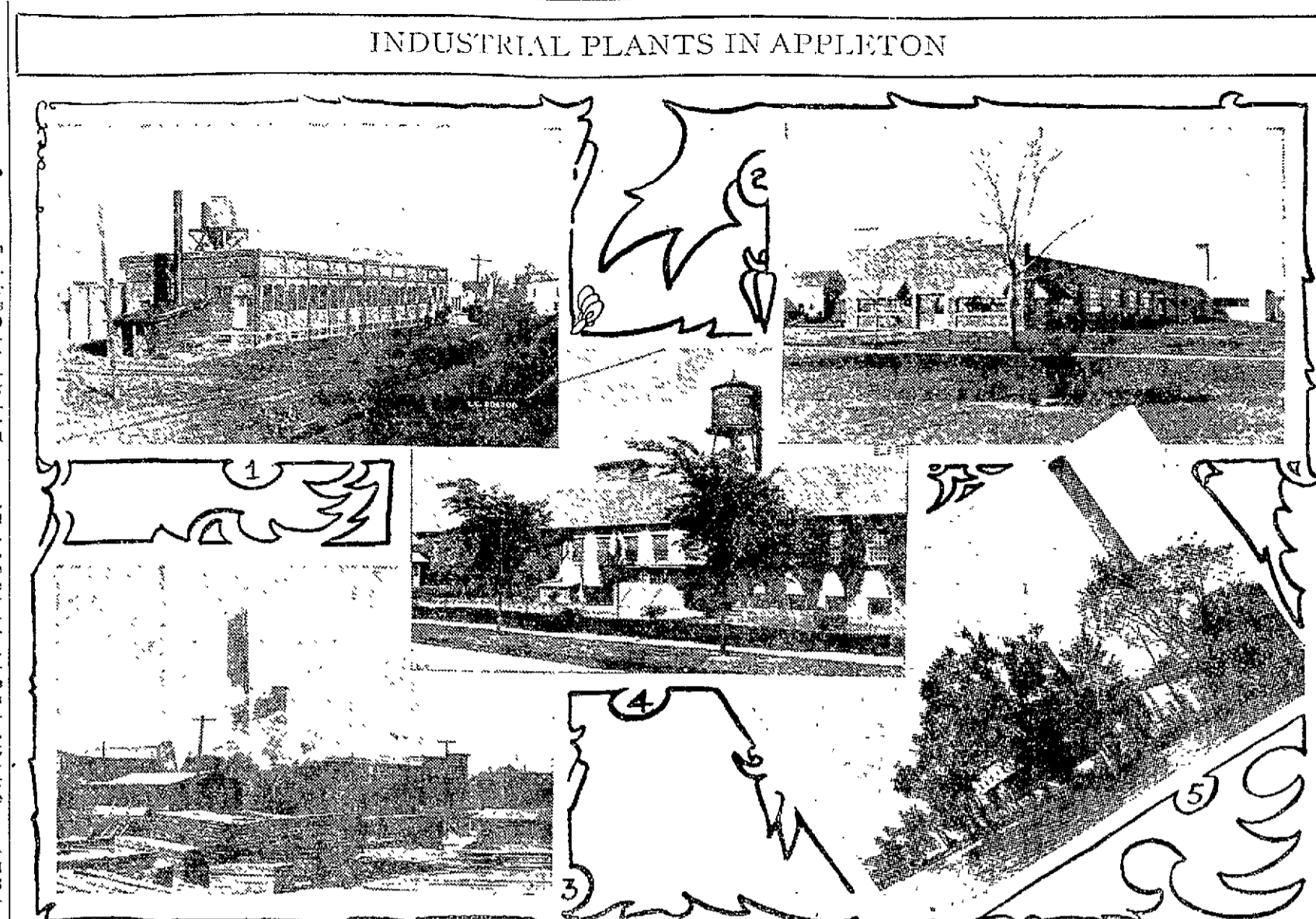
Fox River Valley Knitting company, Appleton, founded in 1900 by David Notage, John Steinborg and C. S. Smith, manufacture woolen socks, sport hose and mittens, which are distributed through the jobbing trade all over the United States. Daily capacity is now 400 dozen, giving employment to about 150 persons. Floor space amounts to 25,000 square feet. The company is capitalized at \$200,000 and average annual payroll is about \$100,000. A New York sales office is maintained at 328-330 Broadway. Officers are Joseph Eggers, president; John Kohl, vice president; David Notage, treasurer; W. W. Notage, secretary. The above four along with John Steinborg constitute the board of directors.

ACTUAL BUSINESS COLLEGE

Actual Business college was established in 1904 by H. L. Bowby and A. M. Erling, opening on August 8 with eight students. This partnership was continued for seven years, average annual enrollment growing to 100. When Mr. Erling withdrew his half interest was sold to M. A. Schwab, who has just relinquished his interest. The unique method of instruction employed by the college has popularized the service so that the average annual enrollment has grown to 160. The school qualifies young men and women for office positions as stenographers, bookkeepers and clerks. The spirit of the school is thoroughness in all business-training subjects along with helpful guidance to young men and women about to start business. The school is equipped with the latest approved office-training equipment, including 25 modern typewriters, dictaphones, adding machines, calculators, etc. Tuition is reasonable, and night sessions are held for those who are employed during the day.

GEORGE BANTA PUBLISHING CO.

In its list of varied industries, the Fox River Valley is the home of the largest book and job printing and binding establishment in the state. This is the plant of the George Banta Publishing Company at Menasha. Founded in 1902 as the outgrowth of a small private plant, it has grown steadily until it now employs one hundred and



(1) APPLETON WOOD PRODUCTS CO.; (2) SCOLDING LOCKS HAIRPIN CO.; (3) STANDARD MANUFACTURING CO.; (4) APPLETON COATED PAPER CO.; (5) PATTEN PAPER CO.

sixty people and occupies 25,000 feet of floor space. Its equipment is very complete and contains linotypes and matrices, a stereotyping unit, automatic high speed job press, Miehle cylinder presses, some of which will handle an extremely large sheet, a machine book bindery with automatic folders, sewers, case makers, etc., and a hand bindery for making blank books, library and art bindings. Included in the composing room layout is a complete set of matrices for setting and casting type in almost every language, ancient and modern, and also mathematical and scientific characters of every description. Most of the plant is operated both day and night thereby providing a regular, prompt service.

The product of the Banta Company includes stationery, circulars, booklets, catalogs, publications, school books and novels. Color work is a specialty and is often done in collaboration with a resident staff of artists whose layouts are followed in the most careful manner. The present list of publications ranging from monthlies to quarterlies numbers over sixty whose editors and business managers are located in every part of the country. Among the list are the Journal of the Optical Society of America, the Proceedings of the United States Naval Institute, the Wisconsin Magazine of History and the Modern Language Journal. At the present time the text books used by the midshipmen at the Naval Academy at Annapolis are manufactured completely at Menasha. An example of the presswork done by the Banta Company is the view section of this special issue of the Post-Crescent. The officers of the company are its founder, George Banta, president;

George Banta, Jr., vice president; R. E. Thickens, secretary; E. L. Banta, treasurer.

MENASHA WOOD SPLIT PULLEY CO.

Menasha Wood Split Pulley company, Menasha, manufacturers of wood split pulleys, motor pulleys, mill wheels, industrial band trucks and trailers, paper mill supplies and specialties, was founded in 1886 by Publius V. Lawson, one of Menasha's most historic characters. Employees number 50 to 75, and floor space, 30,000 square feet. Capital investment is \$50,000.00. Distribution is international, through the jobber, retailer and consumer, depending on the nature of the product. F. J. Lawson is president; Percy V. Lawson, vice president and manager, and Donald W. Lawson, secretary-treasurer.

FOX RIVER TRACTOR CO.

Fox River Tractor company, Appleton, with a capital of \$112,400, manufacture tractors and silo fillers. Employees number 10, and floor space, 4,224 square feet. Outlet is through the retailer and consumer. One salesman is employed. Officers are: President, Frank Salberlich; vice president, Raymond Salberlich; secretary, R. C. Krueger; treasurer, O. Salberlich.

CENTRAL PAPER CO.

Central Paper company, Menasha, manufacturers of gummed tape, adding machine paper and printed wrapping paper, with a capitalization of \$75,000, 25 employees and 5 salesmen, market products through the jobber all over the United States. Officers are: George Banta, president; R. E. Thickens, vice president; W. K. Gerbrich, secretary; N. E. Brookaw, treasurer.

EDGEWATER PAPER CO.

Edgewater Paper company, Menasha, manufacturers of paper specialties, employ 20 to 30, 3 salesmen.

cialties, employ 20 to 30, 3 salesmen, covers 13,500 square feet of floor space, and is capitalized at \$50,000. The company was founded in 1916 and the officers are G. W. Young, J. R. Nash and J. D. Young. Outlet of products is through the jobber all over the United States and in Canada.

CAMPBELL GUENTHER CO.

Campbell-Guenther company, Appleton, manufacturers of cement blocks, vaults, vases and building trimmings, sell locally to the jobber, retailer, and consumer. Officers are E. E. Campbell and F. H. Guenther.

GILBERT PAPER CO.

Gilbert Paper company, Menasha, manufacture high grade bonds, led-

gers and flat writings. Capitalized at \$1,500,000, the company employs about 300, and operates over a floor space of 182,650 square feet. Two salesmen are employed, and outlet is through the jobber, all over the United States and in some foreign countries. The size of the organization and the volume of its output can be judged from the fact that the 1922 pay-roll totaled \$350,000 and taxes \$50,000. The company was founded in 1887 by Wm. Gilbert, Sr., M. Gilbert, Jr., Albert M. Gilbert and George M. Gilbert. Present officers are W. M. Gilbert, president; T. M. Gilbert, vice president and secretary; A. C. Gilbert, second vice president and G. M. Gilbert, treasurer.

INDUSTRIAL PLANTS IN APPLETON

City is Gateway to Hunters' Paradise

THE fame of Appleton, which extends over the length and breadth of this land, was for years founded on its great waterpower, its papermills and its college, but in recent years Appleton has become even more famous as "the gateway to the tourists' paradise." The vogue of the automobile and the consequent attention to improvement of highways, has created a great group of travelers who drive thousands of miles seeking the recreation which the thousand lakes, timbered islands and quiet resorts of northern Wisconsin afford. Appleton, because of its favorable location and the splendid roads which radiate from it, is the logical starting point for the pilgrimages to the north.

The snow has scarcely left the highways before the vanguard of the tourist army reaches Appleton and from then until the snow falls again in late fall, there is a constant procession through this city. An accurate count of the tourist automobiles which pass through Appleton is impossible but the chamber of commerce has estimated that in 1922 at least 26,000 tourist parties were in the city.

CITY WELCOMES TOURISTS

Appleton appreciates this great tourist traffic and has made provision for their accommodation and entertainment. It has provided a tourist camp in Alicia park which many tourists have described as one of the most beautiful in the entire country. This gem of a park is located on a high bluff overlooking the Fox river less than two miles from the heart of the city and is easily accessible over well kept streets. Road arrows point the way from all the state trunk highways to this camping place.

Every tourist who stops in the camp is expected to register with the caretaker who lives on the premises. Last year 1,093 tourist parties, from thirty-three states, four provinces of Canada and two foreign countries were guests of the city at Alicia park. Approximately 4,500 individuals made up the 1,093 tourist parties. Hundreds of tourists on trips across the entire country stopped here, sometimes for several days in order to view the beautiful scenery which the Fox River valley affords. The registration showed that seventy different makes of automobiles were camped in the park last season.

CAMP FACILITIES

Alicia park is equipped with electric lights, garbage disposal facilities, well water, fire places, police protection and toilet facilities. A large building is available for use of tourists when the weather is so inclement that out-of-door camping is uncomfortable and the caretaker's family is most cordial in assisting tourists in need of help.

Stores and supply shops are near at hand. Accurate records kept last year indicated that tourists who stopped in Alicia park spent \$14,753 for groceries, automobiles supplies, clothing and equipment while they were in Appleton.

The chamber of commerce assists in making the tourist feel he is welcome in Appleton. Stamped post cards, bearing pictures of the city, and with a message of greeting written on it, are provided the tourists. All that remains for them to do is to address the cards and sign their names. At Christmas, greeting cards are sent to all the tourists who register at Alicia park or in the chamber of commerce headquarters. Information on the condition of highways and on things that interest tourists always is available.

Appleton is located on the Yellow-stone trail, the great northern route from the Atlantic to the Pacific coast. This trail comes into Appleton on state trunk highway 15 and leaves on highway 18. Both are concrete for miles on either side of the city.

HIGHWAYS CENTER HERE

The Big Fish Trail, starting here on Highway 47, leads the tourist into the region of the muskie and the bass in the lakes of northern Wisconsin.

Three of the most important state trunk highways which lead into the tourists' paradise radiate from Appleton. Highway 47, which starts here, goes north through Shawano and Birnamwood and finally connects with Highway 39 which also passes this city. This highway leads directly into the lakes region of the north. Highway 15 follows the concrete to Green Bay and then north to the fishing and hunting region in the neighborhood of the Wisconsin-Michigan state line. Highway 18 also leads to the far-famed orchard country of Sturgeon Bay, between Green Bay and Lake Michigan.

Industrial Plants Pay Quarter of All Appleton's Taxes

MANUFACTURING institutions in Appleton paid 25 per cent of all the real estate, personal property and income taxes collected by the city treasurer in January of 1923, according to a study of the treasurer's books. Manufacturers of the city paid a total of \$168,932.49 on their real estate this year, the record shows. The total personal property assessment against these corporations was \$59,635. Income tax assessments aggregated \$65,738.24. In many instances the income tax and the personal property tax were offset by each other. Manufacturing institutions paid approximately \$60,000 to the city treasurer in addition to the real estate taxes.

The total tax levy for all purposes, exclusive of special taxes for street improvements, sewers, etc., was \$869,500.97 and the total payment by corporations was approximately \$223,000 or slightly more than one-quarter of the total tax levy, outside of improvements.

Almost one-third of the total taxes paid by manufacturing institutions are charged against corporations in the Fourth ward. These concerns paid approximately \$70,000 in taxes this last year. The First and Second ward corporations each paid in the neighborhood of \$35,000 and the concerns in the Third ward paid most of the remainder. The Fifth ward has only four manufacturing institutions and there are none in the Sixth ward.

Three or four manufacturing institutions have not paid the taxes assessed against them for last year. These are concerns which either are out of business or in very serious financial straits. These taxes have been reported as delinquent to the county treasurer.

Many of the manufacturing institutions, in addition to the real estate, personal property and income taxes were assessed for improvements on streets abutting their properties.

These taxes were not included in the compilation. The assessed valuation of the concerns paying these taxes was approximately \$5,575,000.

Twenty-four Years WITHOUT A "LAY-OFF"

Such is the Service Status of Some of Our Present Employees
In spite of business panics, depressions and strikes that, during the past twenty-four years have affected the entire business and industrial world and caused factories and industries to lay idle for months, we have been able to maintain our employees year after year at steady employment.

EMPLOYEES

20 Years and Over

Ed Finer
Wenzel Sommers
Paul Rehdig
Joe Wanser
Jack Deshaney
Emil Hoffman
Felix Mignan
Joe Homblette
Art Werner

10 to 20 Years

Frances Koehn
Anton Renz
Martha Knouse
Mrs. R. Gratto
Wm. Kankel
John Bunting
Richard Werner
Wenzel Hantschel
Gust Krueger
Norman Philippe
Wm. E. Thompson
Harold Horn
Pat Tracy
Albert Jensen
Edward Derga
Gust Ruechel
Fred Harke
Ed Koerth
Charles Ziemer
John Hoeft
John Tseludy

Less Than 4 Years

Wm. Cook
Fred Ritter
Wm. Wenneman
Lester Wienandt
Harold Poetzel
Henry Goerl
Wenzel Sommers Jr.
Joseph Derga
Harry Miller
Richard Kilsdonk
Albert Ziemer

THE APPLETON FURNITURE CO.

APPLETON, WIS.

Manufacturers of

Porch Furniture, Children's Chairs, Sleighs and Shooftys

Are You Paying Rent?

Look How the Rent Piles Up!

The following table shows the amounts you pay out to your landlord during a period of five or ten years, with interest of 6 per cent per year. In the end you have nothing to show for your money but a pile of rent receipts.

While you are doing this, others are turning their rent money into payments on their own home by our plan. You can do it, too.

Monthly Rent Payments	Total in 5 Years With 6 Per Cent Interest	Total in 10 Years With 6 Per Cent Interest
\$35.00	\$2,500.63	\$5,868.09
40.00	2,868.16	6,706.43
45.00	3,232.24	7,552.13
50.00	3,585.20	8,383.03
60.00	4,302.22	10,059.60
65.00	4,660.74	10,897.86
70.00	5,019.26	11,736.47
75.00	5,377.78	12,574.47
80.00	5,736.32	13,412.80
100.00	7,170.40	16,766.06

If You Have Been a Renter for the Past Five or Ten Years, What Have You to Show for Your Money?

Why not resolve today to Build Your Own Bungalow, Apartment, Building, Store, Warehouse, Office Structure or Factory. Your Bank will help you to finance the project if necessary, and we can supply you with the choicest Lumber and other Building Material at Lowest Obtainable Prices.

Then, in five or ten years, you not only will have had the same service as in a rented establishment, but you will have something to show for your money.

You'll be a property owner and forever independent of landlords.

FLAXILUM—MULE HIDE ROOFING AND SHINGLES—UPSON BOARD AND OTHER BUILDING MATERIAL—EVERY ONE A LEADER.

H. J. Thoreson Lumber Co.

YARDS AND OFFICE ON WEST COLLEGE AVENUE
Appleton, Wisconsin

INTERLAKE PULP AND PAPER COMPANY

Division, Consolidated Water Power and Paper Company

WITH MILLS AT

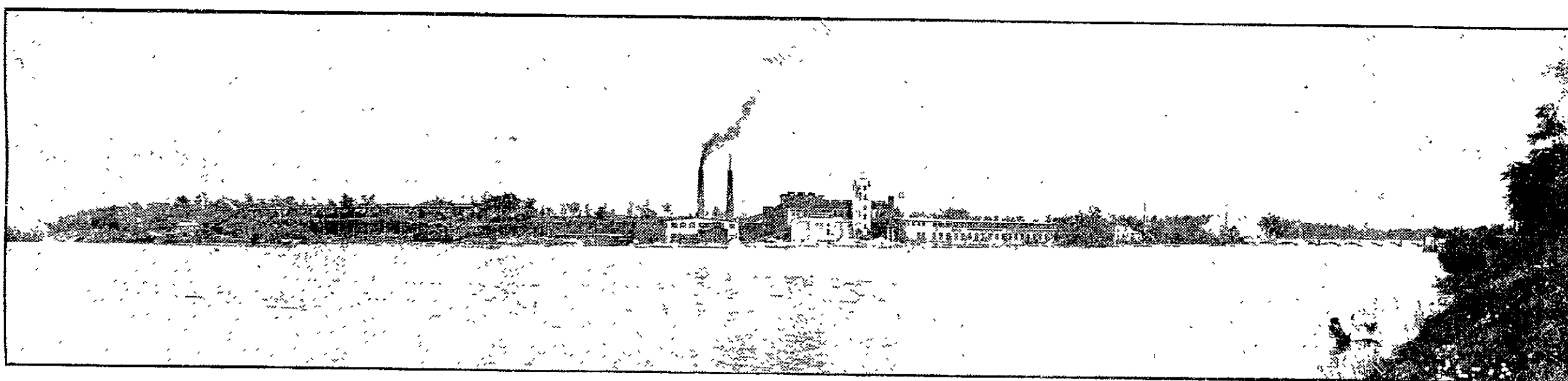
APPLETON, WIS.

WISCONSIN RAPIDS, WIS.

BIRON, WIS.

STEVENS POINT, WIS.

PORT ARTHUR, ONT.



MILL AT APPLETON, WIS.

CAPACITY

75 TONS DAILY

Genuine Mitscherlich Sulphite

OFFICERS:

George W. Mead, President

R. L. Kraus, Vice President

Geo. P. Berkey, Vice President

Isaac P. Witter, Treasurer

E. B. Redford, Secretary

Henry A. Babcock, Manager, Interlake Pulp and Paper Company

OUTAGAMIE AMONG FIRST COUNTIES IN U. S. TO ADOPT CONCRETE ROAD BUILDING PROGRAM

County Has Spent \$1,500,000 For Concrete Highways Since First \$700,000 Bond Issue

Leads All Counties of
Like Valuation in
United States

OUTAGAMIE county is noted as the pioneer in the good roads movement in Wisconsin, and in the United States for that matter, and today it enjoys the distinction of having more concrete roads than any other county of like valuation in the entire nation. Starting in 1916, when concrete highways still were in an experimental stage, the county has followed a comprehensive and sane program which has given it 135 miles of permanent highway connecting all the principal towns and villages and making a network which is the pride of its citizens.

At no time has Outagamie county been content to rest on its laurels as a builder of good roads. Every year it has added to the mileage under construction and the program that it has laid out for the future indicates that concrete road building will be continued for a long time.

The history of concrete roads in this county in many respects is the history of road building in Wisconsin. Outagamie county took the lead and the other counties, profiting from the experience here, followed. In spite of the fact that this county has had no precedents to follow in road building, there have been few mistakes and fewer regrets.

BEFORE AUTO CRAZE
It must be remembered that the first concrete roads were built long before the days when every other person owned an automobile and the traffic expectations of even the most sanguine did not approach the number of cars which now use the highways. For that reason some of the highways were not built as wide as their use would seem to justify.

A discussion of the early days in the good roads movement in this county would not be complete without describing the work of John Conway, the father of the good roads in Wisconsin. Mr. Conway for years has been an ardent booster for permanent highways and has done more than any other man or group of men in this territory for good roads. It was his constant agitation and his tireless efforts, first for macadam and then for concrete, which made possible the great system of highways of which Outagamie county is so proud.

STARTED IN 1917
While the good roads movement, as it is generally known, started in this county in 1917, Mr. Conway was a hard worker for the new method of highway construction long before that time. In 1910 there was an awakening of the people to the need for adequate highways, thanks largely to Mr. Conway, and in 1911 the legislature passed a law which started the building of good roads. This law made it possible for road builders to force a municipality to contribute to a concrete sum of money for road purposes to meet a like sum secured from other sources. This was known as the "force clause" of the state highway law and really was the beginning of the highway movement. Several macadam roads were built in this county under provisions of that law.

WOULD HELP TOWN
Appleton at that time had a number of good roads believers who raised \$1,800 among themselves and deposited it with the town treasurer of Grand Chute to force that town to raise an equal sum to build the Appleton road. C. B. Ballard, then chairman of the town and long a foe of the good roads movement, refused to raise the money and the matter was taken into courts which held the "force clause" unconstitutional and thereby wrecked chances for continuing road building under that plan. Ballard refused to return the money that had been deposited with the town treasurer and this matter also got into court which ruled that the money must be returned with interest.

PASSED OTHER LAWS
In the meantime the legislature had passed other laws favorable to highway construction and had also appropriated \$5,000 to be used to experiment with concrete construction. Through an arrangement with the highway commission, it was decided to build the experimental road between Appleton and Menasha. Mr. Conway was the leader of a movement to raise a sum of money in Appleton and in the Twin Cities to complete a large portion of the highway. This money was added to the \$5,000 experimental fund. The Twin Cities contributed but when they learned that the money was to be spent for a concrete road

ROAD BOOSTER



JOHN CONWAY

John Conway Was First
Outagamie Citizen to
Work for Concrete

part of the result was that several of the towns which had voted against the first bond issue but had obtained good roads from the \$700,000 voted against the second, while the towns that did not have the roads voted for it.

The county board, however, came to the rescue and began bonding the county without submitting it to the people. The first bond issue was for \$272,000 and other bond issues of a similar size were authorized since, bringing the total bonded indebtedness of the county for good roads purposes to about \$1,500,000, of which a considerable portion has been repaid.

CONTINUE PROGRAM

The road building program thus was carried on almost uninterrupted. The state and the federal government also have made sums of money available for road building here and the county receives between \$20,000 and \$25,000 from automobile licenses. This sum is about sufficient to build one mile of highway.

Concrete highways in Outagamie county, with their mileage and width, in addition to the 46 miles constructed with the first \$700,000 are:

Bear Creek-New London rd., 6 miles, 9 feet wide
Shiocton-Stephensville rd., 4 miles, 16 feet wide
Shiocton-Leeman rd., 1 mile, 9 feet wide
Mackville-Black Creek rd., 11 miles, 16 feet wide
Seymour-Onesida rd., 4 miles, 9 feet wide
Seymour-North rd., 2 1/2 miles, 16 feet wide
Seymour-Appleton rd., 8 3/4 miles, 9 feet wide
Greenville-North rd., 1 1/2 miles, 16 feet wide
Appleton-Dale rd., 4 1/2 miles, 18 feet wide
Asylum rd., 2 1/2 miles, 20 and 18 feet wide
Brickyard rd., 2 1/2 miles 2 and 16 feet wide
Foster-st. rd., half mile, 24 feet wide
Little Chicago rd., 1 1/2 miles, 9 feet wide
Askston rd., 2 1/2 miles, 9 feet wide
Little Chute-Kaukauna rd., 4 miles, 18 feet wide
Kaukauna Green Bay rd., 1 1/2 miles, 16 feet wide
Little Chute-Freedom rd., 2 1/2 miles, 9 feet wide
Town line-Freedom, 4 1/2 miles, 9 feet wide
Federal and state aid was made available on the Appleton-Dale rd. and more will be expended this year to complete the project.

BUILD GRAVEL ROAD

In addition to this extensive concrete road program the county has built about 20 miles of good gravel road with the bond issue money. These roads are well maintained and are excellent in almost all sorts of weather.

This vast program of road construction has been under the direct supervision of A. G. Brusewitz, the county's first highway commissioner who still is on the job. Mr. Brusewitz entered the employ of the county on Jan. 1, 1923 and since that time has had almost complete charge of the work. For several years he had been an assistant but now he has a book of his own and a stamp in his office in the courthouse. Mr. Brusewitz, because of his vast experience in road building, is regarded as the most competent authority on concrete construction.

The first work of the highway commission was construction of macadam highways but these soon proved to be unsatisfactory because of the great cost of maintaining them. Some of the original macadam roads still are in use but these are choney and expensive. Later the highway commission adopted a plan of building gravel roads where concrete was inadvisable. These gravel roads are giving excellent service and are much cheaper to keep in a possible condition.

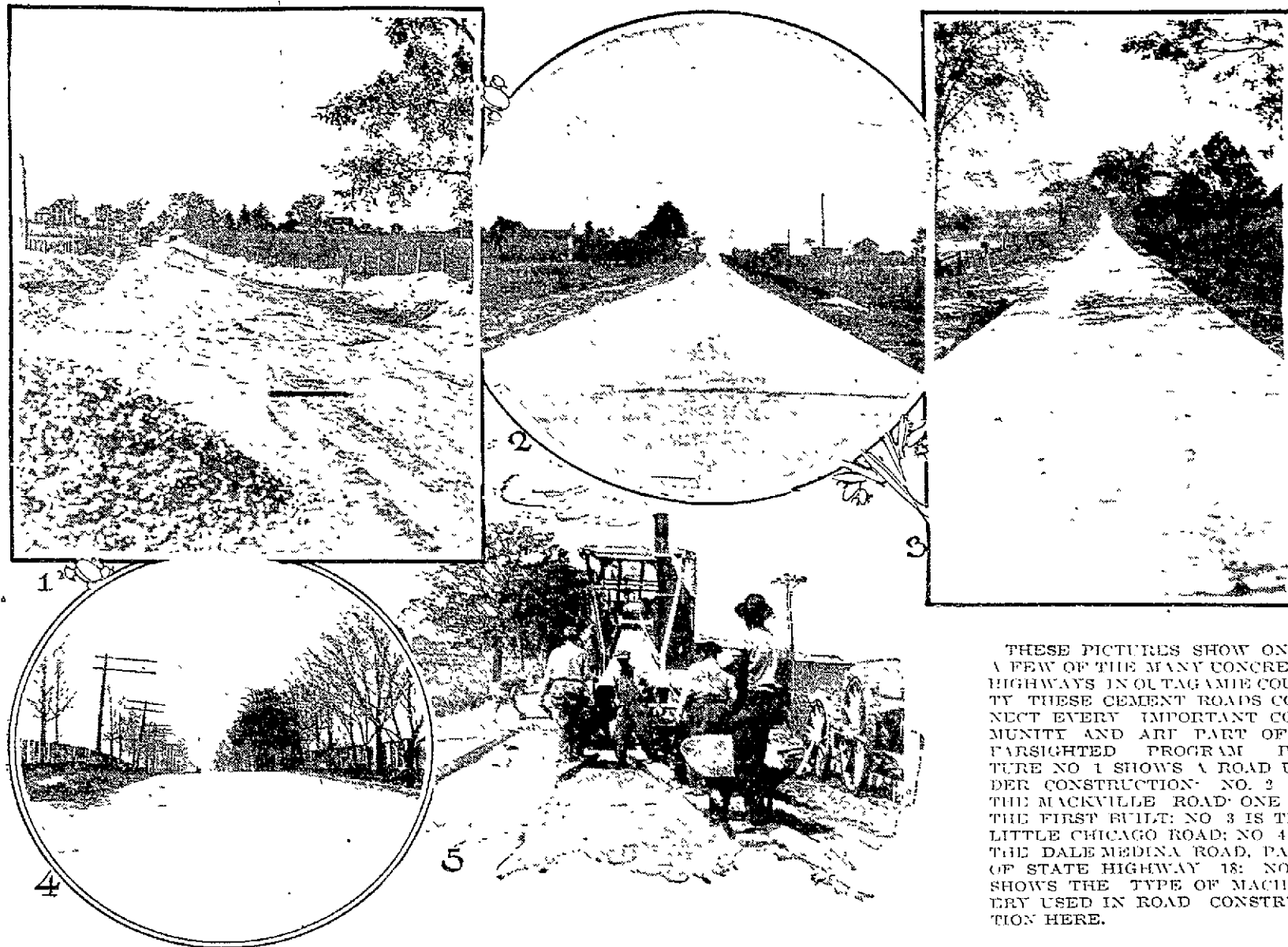
The county has always had the policy of awarding road building to contractors. It has considerable road machinery of its own but that is used for maintenance and patrol work. Contracts are awarded to build roads. Frequently the county has furnished the cement and other materials, however.

PATROL SYSTEM

An extensive patrol system keeps Outagamie county highways in excellent condition. Between 33 or 35 patrolmen will be engaged this year. Each patrolman is responsible for a stretch of highway from about 8 to 17 miles long, depending upon the type of construction. The county pays the patrolmen's salaries and expenses but the money that is paid patrolmen on state trunk highways is recovered.

(Continued on page 39)

ROAD SCENES IN OUTAGAMIE COUNTY



THESE PICTURES SHOW ONLY A FEW OF THE MANY CONCRETE HIGHWAYS IN OUTAGAMIE COUNTY. THESE CEMENT ROADS CONNECT EVERY IMPORTANT COMMUNITY AND ARE PART OF THE FARSIGHTED PROGRAM. PICTURE NO. 1 SHOWS A ROAD UNDER CONSTRUCTION. NO. 2 IS THE MACKVILLE ROAD. ONE OF THE FIRST BUILT. NO. 3 IS THE LITTLE CHICAGO ROAD. NO. 4 IS THE DALE-MEDINA ROAD. PART OF STATE HIGHWAY 18. NO. 5 SHOWS THE TYPE OF MACHINERY USED IN ROAD CONSTRUCTION HERE.

Look Far Into Future To Plan Outagamie County's Road Building Program

Seventy-two Miles of Concrete Highway on Future Program

OUTAGAMIE county has not been content to rest on its laurels as a pioneer in concrete road building but has laid out a program which will give it the finest network of permanent highways in the entire state. A portion of this road building program is being carried out every year but it may be a decade before the entire program is complete.

This county has been able to succeed in its program because the roads were laid out with the purpose in view of connecting every community with a permanent highway. Politics has not been permitted to enter into the consideration and the result is that every portion of the county is receiving the roads that it needs.

Many of the roads that are on the present program to be improved with gravel will be concreted. The present traffic, however, does not warrant the great expense of concreting all the important secondary highways.

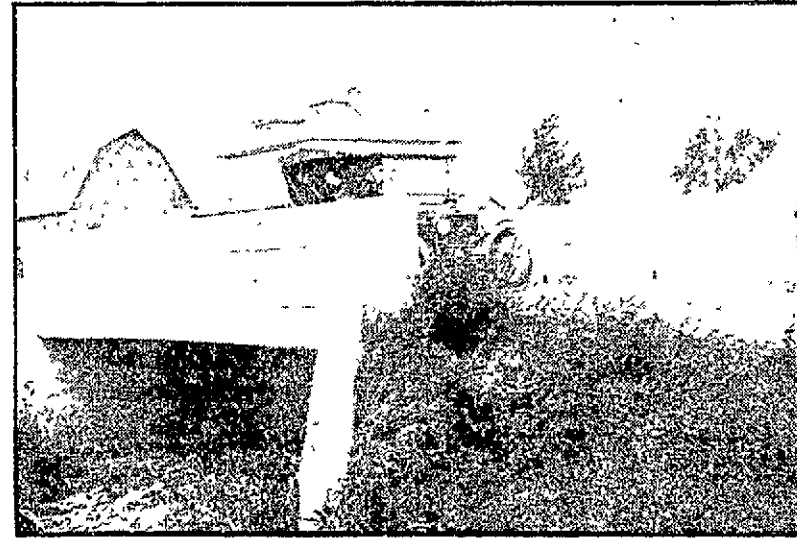
CONSERVATIVE POLICY

It has been the policy of the highway commission, which regulates construction of roads in this county, not to tear up serviceable roads and replace them with concrete. As long as a road gives good service and can be maintained at a reasonable cost, considering the traffic that it bears, there is a disposition not to burden the people with concrete construction that is not absolutely necessary. The commission, however, does not hesitate to order concrete when conditions of traffic and expense warrant.

The county has always had the policy of awarding road building to contractors. It has considerable road machinery of its own but that is used for maintenance and patrol work. Contracts are awarded to build roads. Frequently the county has furnished the cement and other materials, however.

HELP FROM STATE
In addition to the \$225,000 which the county board appropriated, the highway commission will have \$100,000 state aid and approximately \$25,000 from license fees available for road building. It is probable the highway

OUTAGAMIE COUNTY BRIDGE



building. About \$7,000 will be realized from interest on county money and this also will be used by the commission. The interest is more than sufficient to pay the expenses of the highway commissioner's office.

High cost of material and labor and difficulty in obtaining material because of the railroad situation and the condition in the cement plants have been factors in delaying completion of the road building program. The progress is satisfactory, however, and it is doubtful if an attempt will be made to raise another large bond issue for road building purposes.

The future road building program in this county, as it is now outlined, contemplates construction of 43 1/2 miles of 9-foot pavement; 17 1/2 miles of 16-foot and 11 1/2 miles of 18-foot pavement in the next few years. This makes a total of 72 1/2 miles, which, when it is completed, will give Outagamie county 207 1/2 miles of permanently improved highway. The program also contemplates graveling of 4 miles. A portion of that work will be done this year.

Nine foot roads will be built wherever investigation shows that traffic conditions are sufficiently heavy to make concrete economical but not heavy enough to warrant a wider road. The 16-foot and 18-foot highways are built on the main traveled highways and on state trunk lines.

TWO MILES THIS YEAR
Six miles on the Greenville-Stephensville road to connect those towns. Two miles of this highway is on the construction program for 1923 and work will be started this summer. This road will be 16 feet wide. Concrete already has been built part of the distance on this highway. It runs through one of the most prosperous farming communities in the state.

Four miles on the Hortonville-Stephensville rd. This heavily traveled

County Has National Reputation for Excellent Highways

elated highway will be improved in the next few years with a 9-foot pavement. Part of the present road is sandy and hard to keep in good condition.

Eventually the highway will be constructed from Hortonville to Medina, about 14 miles and this also will be of concrete. The county then will have a long north and south highway in its western part.

FEDERAL AID PROJECT

Four miles on the Dale-Medina rd. between Appleton and Medina. This work was started last year and will be finished this summer. Federal, state and county money is available for the contract. The Dale-Medina rd. is part of State Highway 18 and of the Yellowstone trail and consequently the traffic is heavy. The highway will be 18 feet wide. The county's share of this new construction is \$58,000.

West of Dale, from the end of the present concrete to the Waupaca line is 1 1/2 miles of unimproved highway which will be paved in the next few years. When that fact is completed the county will have an east and west highway its entire width.

Ten and one-half miles remains to be constructed on the Little Chute-Freedom rd. This pavement will be nine feet wide to connect with the present construction. The highway will lead into an important farming community in the eastern part of the county.

Eight miles of highway is to be paved on the road connecting the present Appleton-Seymour highway with the Brown County line. This highway will be nine feet wide.

PAVEMENT ON 39
Four miles of highway between Greenville and the Winnebago county line, on Highway 39, will be paved with 16-foot or 18-foot pavement in the next few years. This road now is in good condition but the traffic is heavy. The highway is an excellent route from the southern part of the state to Antigo and the Lakes of the north.

One of the most important highways to be paved is the road to Kaukauna on the south side of the Fox river. This is a beautiful drive and would provide another excellent route to Kaukauna. It is planned to pave this six mile stretch with concrete 18 feet wide. There have been numerous suggestions that Highway 18 be routed over this road instead of following the north side of the river.

The man pointed in this section shows part of the future concrete program of the county. It is impossible to determine definitely what will be

(Continued on page 39)

County Farm Crop Valued At 4 Million

Enormous Wealth is
Taken from 3,627
Outagamie Farms

THE relationship of Outagamie county farms to the prosperity of its people is illustrated by the enormous value of crops harvested in 1921. The annual report of the Wisconsin Crop Reporting service showed that Outagamie county farmers' crops for 1921 were valued at \$3,906,409. This value was placed by ascertaining the production and determining an average price of the commodities.

Outagamie county is famous all over Wisconsin for its well kept farms and its amazing fertility. Almost all kinds of crops do well here and with conditions favorable large quantities of foodstuffs are harvested.

Inasmuch as Outagamie county is noted for its dairying, a large acreage is devoted to feed for dairy cattle. This accounts for the fact that the hay crop represented the largest value of any crop harvested in the county in 1921.

3,627 FARMS

The crop reporting service showed that there were 3,627 farms in Outagamie county in 1921 and of this number only 107 were occupied by tenants while 3,520 are operated by their owners. This is an extremely large proportion of farm owners when compared with the state or the nation as a whole. There is a greater tendency toward land ownership than toward tenancy in this county. It is said.

The 3,627 farms contained 347,824 acres of which 177,288 acres were under cultivation. Most of the remaining land consists of timber and swamps and marshes.

Much of the farm land not under cultivation includes marshes and swamps on which valuable wild hay is harvested. There are extensive peat deposits in several swamps of the county.

More and more timber is being cut every year and the amount of land under cultivation is increasing rapidly. Farm values in Outagamie county have mounted very rapidly in recent years. It is not unusual for medium sized farms to sell at from \$22,000 to \$30,000.

HAY VALUABLE CROP

The largest acreage and most valuable crop in Outagamie county in 1921 was hay, including clover, timothy and alfalfa. The combined clover and hay acreage was 52,073 and the production was 72,902 tons. The crop reporting service survey indicated that the average farm price for hay in 1921 was \$15.50 per ton, giving the county crop a value of \$1,129,981. The average yield per acre was 1.1 tons, making the average return per acre about \$21.50. The vast proportion of this acreage was hay and clover mixed, the total being 29,583. Farmers harvested 1,580 acres of clover sowed alone and 10,910 acres of timothy that was unmixed. The average yield per acre of clover sowed alone was 1.3 tons and of timothy alone, 1.1 tons.

Alfalfa production has been increasing rapidly in late years and in 1921 it amounted to 2,211 tons harvested from 519 acres. The average yield of this crop per acre was 2.7 tons and the average farm price was \$28.50. Farmers realized approximately \$71 per acre from alfalfa. The total value of the crop in Outagamie county in 1921 was \$15,547.

Production of other kinds of hays, hay aggregated 7,178 tons valued at \$56,136. The acreage was 3,522 and the yield per ton was 1.3 tons. Average value of the crop on the farm was \$12 a ton.

Wild hay was produced on 2,133 acres, yielding an average of 1.4 tons per acre for a total of 2,985 tons. The average farm value per ton was \$9.40 and the total value of the crop was estimated at \$28,068.

BIG CORN PRODUCTS

Corn ranks next to hay in value of crop. In 1922 2,215,160 bushels of corn were harvested from 44,333 acres. This represented a farm value of \$1,057,350. In addition there were 1,580 acres of silage, an unaccounted for crop of silage. The average silage yield per acre was 9.6 tons. The crop reporting service estimated that 49 cents a bushel was the average farm price for corn and that average yield per acre was 50 bushels. This gave the farmer a return of nearly \$25 an acre, besides the silage for his cattle. The value which farmers place on silage can be estimated when it is known that there are now more than 2,000 silos in the county and more are being built every year.

Outagamie county soils and climates are well adapted to corn raising. Recent corn shows resulted in stimulating greater interest in production of silage. Farmers who have made a study of corn have been able to obtain phenomenal yields by selecting good seed and adapting their soils to the needs of the crop. The United States Department of Agriculture

(Continued on page 40)

COUNTY MILK PRODUCTION \$5,000,000 YEARLY

Neenah Ships
2 Carloads Of
Cheese Daily

10,000,000 Pounds of
Cheese Handled by
Two Warehouses

NEENAH as dairying is the foremost industry in the farming territory surrounding Neenah and Menasha. It has helped to make the Twin Cities an important dairy center and more particularly a cheese distributing center.

Two large cheese houses in Neenah, the Neenah Cheese & Cold Storage company, one of Armour's subsidiaries, and the A. D. Deland company, a branch of the main plant in Sheboygan, have contracted with a large number of cheese factories throughout several counties.

The combined output of these two houses is 10,000,000 pounds a year. The number represents 4 per cent of all the cheese that is made in Wisconsin. Cheese is shipped out of Neenah at the rate of two carloads a day, or 555 carloads a year.

100,000,000 POUNDS OF MILK
To manufacture this cheese a total of 100,000,000 pounds of milk was required, which represents the production of 20,000 cows. The amount of cheese shipped from this locality will supply every family in the state with 15 pounds of cheese a year.

Cheese boxes are furnished the Twin City firms by the Twin City Auto Body Works of Neenah and the Konz Box and Lumber company of Appleton. The Neenah firm alone produces 200,000 boxes a year, which will hold about 10,000,000 pounds of cheese.

Neenah and Menasha creameries are important factors in the production of Winnebago county's average of 1,600,000 pounds of butter annually. They are the Gear Dairy company of Menasha, and the Neenah Dairy Co., Valley Creamery Co., and George M. Danke of Neenah.

The dairying interests of the country depend strongly upon the production of butter cartons in Menasha, for the Menasha Printing & Carton company manufactures practically 90 per cent of the butter and ice cream cartons of the United States.

CENTRAL VALLEY DAIRY HERDS



40,000 Cows On Outagamie County Farms
Gave Enough Milk In 1922 To Provide
Every Person In America With A Pint

223,588,000 Pounds Of Milk Produced
Here Last Year--Thousands
Of Pure Bred Cattle

OUTAGAMIE county is rapidly acquiring distinction as one of the most important dairying counties in Wisconsin and that means in the entire United States. The number of pure bred cattle on Outagamie county farms and the production of milk and dairy products is increasing at a phenomenal rate. The production of milk was increased in 1922 over the 1921 record by over 29,000,000 pounds and the value was increased nearly \$2,000,000. More and more farmers are turning attention to dairying.

Breeders' organizations, sales of pure bred cattle and the general desirability of dairying are responsible largely for this steady and rapid increase in the dairy industry. Dairy products now are worth in value to the farmers almost as much as all the other farm products combined.

\$5,000,000 IN MILK

In 1922, according to estimates of the Wisconsin department of agriculture, the milk value of Outagamie county farms was \$5,000,000 and the production was 223,588,000 pounds. In 1921 the milk production was given as 194,206,300 pounds and the value was estimated at \$3,040,000.

This sharp increase in milk production is rather startling when it is considered that there was a large decrease in the number of dairy cattle in Outagamie county farms. In 1921 there were 46,047 dairy cattle, valued at \$2,670,736 on the farms while last year there were only 38,712. The aggregate value of these cattle was about

the same, indicating that thousands of scrubs had been weeded out and only the high producing and valuable cattle retained. The average farm value of per head in 1921 was \$58 while in 1922 it had approached close to \$75.

The 1921 report shows that there are 10,144 head of cattle, besides dairy cattle on farms in this county. Their value was \$273,888, or an average of \$27.

MORE HOLSTEINS

There were more Holsteins on Outagamie county farms than any other breed in 1921, the department of agriculture report shows. This report gave the total number of pure bred cattle as 2,598, of which there were 745 males and 1,853 females. Holsteins numbered 433 males and 1,137 females. Guernseys were next in importance with 133 males and 339 females.

Other pure bred cattle on county farms were: Jerseys, male 13, females 49; Brown Swiss, males 13, females 53; Ayrshires, male 2, female 5; Shorthorns, including Durhams, male 7, female 1; Red Poll, male 2; breed not specified, male 136, female 231.

The total number of producing cows was 38,290 and the average production of milk was 5,184 pounds a year. The average price for milk in 1921 was \$1.57 per hundredweight, making the average annual gross return per producing cow, \$79.42.

MANY CHEESE FACTORIES

Outagamie county is dotted with cheese factories, creameries and condensaries. The Borden plant at New London, with branches at Greenville and Black Creek, annually absorbs hundreds of thousands of pounds of milk and the large shipping plants at Appleton, which buy the output of many factories, also take large quantities. Every day hundreds of pounds of cream are shipped from Appleton to Chicago, Milwaukee and other large cities.

It has been computed that enough milk is produced in Outagamie county

every year to give every man, woman and child in the United States one pint.

Cheese production of Outagamie county totals about 3,700,000 pounds a year and hundreds of thousands of pounds of milk are skimmed and the cream made into butter or shipped out of the county. The cheese produced in the county in 1922 is conservatively valued at \$750,000.

The tremendous development of the dairying industry in this county is attributable largely to the interest and the work of pioneer dairymen. They brought the first pure bred cattle into the county and through their association and organization other farmers were induced to dispose of their scrub stock and put high producing cattle in their place.

CATTLE ARE TESTED

A potent factor in this development has been the cow testing associations. Farmers in Greenville, Dale, Horton and Ellington have had these associations for several years and they have made it possible to determine which are the producers and to weed out the slackers. Many excellent records have been made by members of these associations.

Outagamie county ranks among the leading counties in the fight on bovine tuberculosis. Entire sections of the county have been tested and the reactors removed so that it is not difficult now to obtain milk that is free from taint of tuberculosis.

A movement now is on foot to have the entire county tested. The county board of supervisors has requested that a petition be circulated among the farmers and if 60 per cent of them wish the tests, the state department of agriculture will send its experts here to do the work. An indemnity is paid to farmers for cattle that are found to be reactors and are slain.

BREEDERS HOLD SALES

Holstein and Guernsey breeders have organizations and hold sales two or three times a year. These sales result in spreading of cattle among the farmers.

Outagamie county's fame as a producer of high grade cattle is nationwide. Buyers come from many states to obtain cattle to stock their farms. Outagamie county cattle can be found in more than a dozen states of the west and south.

Every year buyers representing railroad companies and great western

ranches come into the county in search of high grade stock. Several carloads of cattle are shipped out at a time and the impression they create causes a greater demand for this county's cattle.

There was a time when Waukesha county had a great lead on Outagamie in the quality and number of its stock but Outagamie is close on the southern county's heels now and it will not be surprising if it passes its competitor in a few years.

The increasing acreage of alfalfa in this county is attributed largely to the dairying interest. Experience has proved that alfalfa is a most satisfactory food for dairy cattle and its use is becoming more extensive.

Farmers, in order to increase milk production, are making use of the facilities afforded by the state to study scientific feeding and much of the time of dairy organization meetings is devoted to discussion of the balanced ration and proper feeding.

As a result of this scientific method of farming, Outagamie county cows have made records which stand high in the annals of dairying.

Farmers in Outagamie county have taken a deep interest in the cooperative marketing projects that have started in order to stabilize the markets for their products. Farmers here also are showing an interest in the movements to nationally advertise Wisconsin dairy products and to establish standard grades. The demand for Wisconsin cheese, which is of the very highest class, will be greatly stimulated by this great publicity drive, it is believed.

Outagamie county is among the leading swine breeding counties in the state. In 1921 there were 66,232 swine on Outagamie county farms, with a value of \$436,394. The tendency of late years has been toward pure bred swine and numerous swine sales have been held to stimulate interest in pure bred breeding. The large corn crop in this county and is conducive to hog raising on a large scale.

While this county is not noted for its sheep raising, still it is rather an important industry. In 1920 there were 5,329 sheep on Outagamie farms, with a value of \$35,075.



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NEENAH BRASS WORKS

NEENAH

WISCONSIN

SET PACE FOR GOOD ROADS BUILDERS OF STATE

Look Into Future To Plan Road Program

County Plans To Build 75 Miles Of Concrete Highway Within The Next Few Years

(Continued from page 37)

Mr. Brusewitz has inaugurated a unique system of highway reports which enable travelers on the highways to report on the efficiency of the patrol system. This keeps the patrolmen on the job and excellent roads are the result.

The county's highway equipment is kept in a garage at the county asylum. The building is worth about \$10,000 and the equipment about as much.

Road building and maintenance equipment owned by the highway commission includes:

- 14 trucks of various sizes and makes.
- 34 patrol graders.
- 1 large road grader.
- 3 stone crushers.
- 1 steam tractor for belt power purposes.
- 1 large scarifier.
- 6 wheel scrapers.
- 2 ordinary truck wagons.
- 2 automobiles.

The patrolmen are under the direct supervision of a patrol superintendent. This year approximately 210 miles of county highway and 104 miles of state trunk highway will be patrolled.

The county has established a marked highway system of its own which is very complete and is auxiliary to the state trunk system. The highways are designated by letter instead of by number.

FINE TYPE OF BRIDGES

Construction of highways also necessitated construction of bridges and it has been the policy of the highway commission to build only the very best

and most substantial structures where it was necessary to cross streams. Bridge construction in the county cost from \$20,000 to \$40,000 a year, depending upon the volume of road work and conditions caused by high water.

Practically every bridge built in recent years has been of concrete and they are ornamental as well as practical.

Highways passing over or along deep ditches are protected by guard rails which are well kept up. The commission also places rails at sharp turns as a warning to drivers.

Many engineering difficulties have been overcome by the commission's engineers. Several times quicksand was encountered in road construction and the process of building was difficult but they have been surmounted.

LOW MAINTENANCE COST

Cost of maintenance of the concrete highways has been very low because of their careful construction. The shoulders have been well built and drainage in almost every case has been excellent. Cracks have developed in the concrete but they have been filled in and the newer roads are built in such a way that cracks are not serious.

Outagamie-co is justly proud of its highways. They bisect the county in every direction and it is possible to travel to every section without getting off the concrete. The gravel and macadam roads are well kept and motoring is a pleasure. It is doubtful if there is another county in the state with so large a proportion of highways that are always in good condition.

Intelligent Farming Practiced Here

FARMING in Outagamie county is as much a specialized business as the making of paper or of wooden ware. The beautiful farm homes, large commodious, modern barns and the thousands of dollars worth of machinery on Outagamie county farms attest to the progressive ways of the men who have contributed so much to the wealth of this community.

During the past fifty years almost revolutionary changes have been made in the appearance of farms and in the methods of farming. The fields have been cleared of timber, brush, stumps and stones. The log cabins and hovels of the early pioneers have been leveled and have given place to modern farm dwellings, stables and barns. The zigzag rail fences with its ever-widening borders of brush, has been crowded out by the more slightly wire fence and clean fence rows. Low lands have been ditched, filled, drained and fitted to the cultivation of crops. Slow plodding oxen have been displaced by pure bred draught horses, the gasoline truck and the tractor. Due to invention, experimentation, hard work and study, the tiller of the soil has nearly kept pace with the progress of his dependents in all other lines of industry.

Years ago the fields were plowed, cut-and-cover fashion with crude plows drawn by oxen, the grain was sown by hand and covered by dragging a tree-top over the land. Corn and potatoes were dropped by hand and covered with a hoe. Woods were pulled by hand or dug up with a hoe. Grass was cut with a scythe, raked with a hand rake into windrows, carried to the stack on poles or loaded on wagons and stacked with pitchforks. Small grain was cradled, raked with a hand rake into bundles, and bound by hand, loaded, unloaded and stacked by hand, threshed with a flail or by cattle tramping it out on a threshing floor. Corn was dropped by hand, covered with a hoe, cultivated with a hoe, cut and husked and the stalks bound and stacked by hand.

WORK FOR WOMEN

In the early days, the farmer's wife drove home the cattle, milked the cows, strained and skimmed the milk, churned the butter and carried it to market. This was a laborious task that fell on the housewife along with her other multitudinous duties and one that never paid her for her trouble.

Horses, cattle, hogs, sheep and chickens were often scrubs that gave scanty return for their care and feed. But what a change in the appearance of farms, in farm buildings and in farm methods has been wrought by

growing ambition to succeed, by industry intelligently directed, by experience applied, by a study of farm problems, by reading along lines of scientific farming and by the use of new inventions!

Outagamie county farmers now know what crop should succeed another and why, they know by analysis what the soil is lacking as a result of continuous cropping and what fertilizer to use to restore its fertility. By testing and keeping a record they know what animal on the farm is not paying for its feed. By experience they know the value of a balanced ration for dairy cows and fattening animals. They know that it pays to eliminate scrubs and razor-backs and to introduce pure bred stock, and they are learning rapidly the advantages of cooperation in production, in marketing and in purchasing raw material.

FARM HOME COMFORT

The present day farm house in this county often excels the city home in plan, conveniences and in comforts afforded. The barns and stables are model in plans, construction, usefulness and convenience. The house is provided with running water, hot and cold, bathroom, electric lights and modern heating plant.

The stables are drained, ventilated, whitewashed and illuminated by electric lights by night. The mangers and floors are made of concrete. Steel stanchions and steel pens confine the animals yet give them great freedom of movement. Running water is conducted through a pipe line to individual drinking cups. Litter is removed by carrier running on a cable from stable to yard. Feed of all kinds is easily accessible and is dropped into pen or manger with the least possible effort and the milking machine is clean and ready for use.

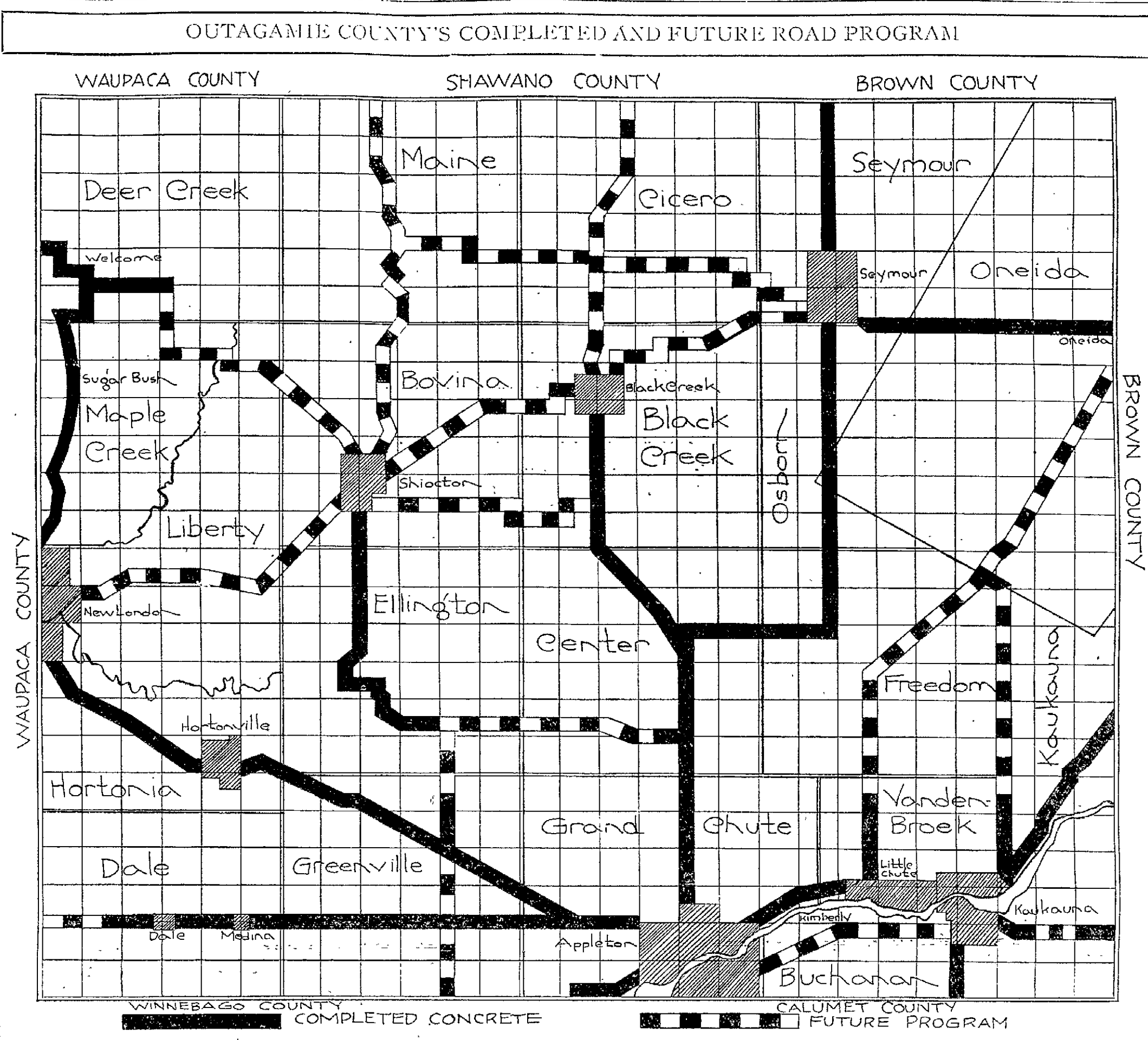
Farmers have found out that, other things being equal, the profits of the dairy cow are proportionate to her health, comfort and environment. From this knowledge and other economic considerations has come the improvements in stables briefly outlined above.

GREAT TIME SAVERS

When the milking machine has done its work, the milk is cooled and then carried away by truck to creamery, factory or condenser. With these modern methods and improvements in use in dairying, one man can do the work of twenty in the old way.

The land is now plowed and prepared with a tractor, sowed with a seed drill and the grain is cut with a self-binder, unloaded with a sling running on a track and it is threshed by gas or steam power. Corn is planted, cultivated, cut and bound, husked or put in the silo by machinery. By cooperation of farmers and the use of modern machinery large acreages of corn are harvested and disposed of in days that used to take months to cut and husk and store away by hand.

Grass is cut, tedded, raked, loaded and moved away with machinery. With the new methods, one man in



135 Miles Of Hard Road In This County

(Continued from page 37)

done in the future but it is reasonably certain that the work outlined here will be completed in a few years.

GRAVEL CONSTRUCTION

The program also includes considerable gravel construction. The roads to be improved are:

- 20.7 miles on Highway 54 between New Leeman and Seymour.
- 3 miles between Leeman and Shiocton.
- 5 miles between Bear Creek and Leeman, of which 1 1/2 miles will be finished this year.
- 2 miles between Stephenville and New London of which 1 1/2 miles will be built in 1933.
- 4 miles between Mackville and Stephenville.
- 6 miles between Black Creek and Shiocton.
- 2 1/2 miles in the town of Cicero, Leeman.
- 2 1/2 miles between Seymour and Leeman on the Seymour-Doyle road.
- 7 miles on the Darby road. This improvement probably will be macadam.
- 2 miles on the Kaukauna-Dundas road. Probably macadam.
- 7 1/2 miles on the Seymour-Nichols-Leeman road.

Most of these gravel and macadam roads will be nine feet wide.

TOWNS GET HELP

A favorable law enables towns and villages to obtain county aid for road construction. The towns are empowered to raise 40 per cent of the cost of construction and the county then is forced to provide 60 per cent. The town's share, however, must not be less than \$500 or more than \$2,000. Several towns are taking advantage of this opportunity.

The construction program for this year, as outlined by the highway commission for the county board, includes an appropriation of \$30,847.75 to complete the Seymour-Appleton road; \$15,000 for building 1 1/2 miles of 9-foot concrete on County Trunk Line D in the town of Maple Creek; \$14,000 for building 1 1/2 miles of 9-foot pavement on the Little Chute-Freedom road; \$10,000 for macadamizing County Trunk Line J on the town line of Freedom and Kaukauna. \$10,000 for graveling County Trunk Line E in the town of Oneida; \$5,000 for graveling County Trunk Line B in the town of Maine; \$6,000 for graveling County Trunk Line F in the town of Deer Creek; \$2,500 for graveling County Trunk Line F in the town of Maine; \$2,500 for graveling County Trunk Line A in the town of Liberty.

The county board at its November session appropriated \$40,000 for future maintenance in the county this year. The salaries of all patrolmen, including those employed on state trunk highways, is paid by the county but the state returns the expense of maintaining its trunk lines.

The definite program for each year is laid out by the county state road and bridge committee working with the highway commissioner. In having out this program the neck of the county at large and the completion of the entire concrete road project is considered. As a result there are very few short stretches of unimproved highway between large stretches of concrete like those found frequently in other counties.

The ideal arrangement, of course, would be to have all highways completed but this is next to impossible. This county is aiming toward that goal, however, and in the not far distant future it will be possible to drive an entire day, always on different roads and not leave the concrete.

putting up hay can do the work of a dozen in the old way.

INTELLIGENT FARMING

In early days, rotation of crops, fertilization of land, choice of seed, and feeding of animals were haphazard affairs. Today the farmer exercises care in the choice of seed, inoculates it to find whether it is deficient in any of the elements necessary for his crop and if it is he either applies the proper fertilizer or chooses some other crop that supplies the element of plant growth missing.

By tests of various kinds, the present day farmer discovers diseased animals on his farm and animals that do not yield a profit over their feed and care. These he eliminates and by feeding his herds a balanced ration he forces the maximum production.

The present day farmer has formed the habit of discussing his success and failures with his neighbors for mutual benefit, attending conventions of farmers and farmers' institutes, addressed by experts from experiment stations, agricultural colleges of state and na-

tional renown and dealing with some line of farming. The standardizing and marketing of some farm product under a registered brand, in which he is especially interested. He reads all sides of his subject in farm papers, reports of agricultural colleges and farm bulletins from state and national departments, and thereby increases his knowledge and improves his methods with his own experience and that of others from day to day. He gets more from his soil as a result of his increasing intelligence, more

profit from his animals, bigger prices for his products and does more work with less effort.

The great trusts and corporations of the country are teaching the farmer the value of cooperation in production, in the standardizing and marketing of products, in storing products during the time of greatest production, so as not to flood the market, and in feeding the market so that prices may be stabilized throughout the year. The trusts are also teaching the farmer the value of co-

operation in the purchase of raw material. So, large cooperative associations of farmers are springing up everywhere to control the prices of farm products and buy machinery, raw material and farm necessities in large quantities in a favorable market.

When the farmer has mastered the art of selling his products without flooding the market, he will then be the equal, as a man of business, of the other great producers of the world, as he is now their superior in feeding and clothing the people of the earth.

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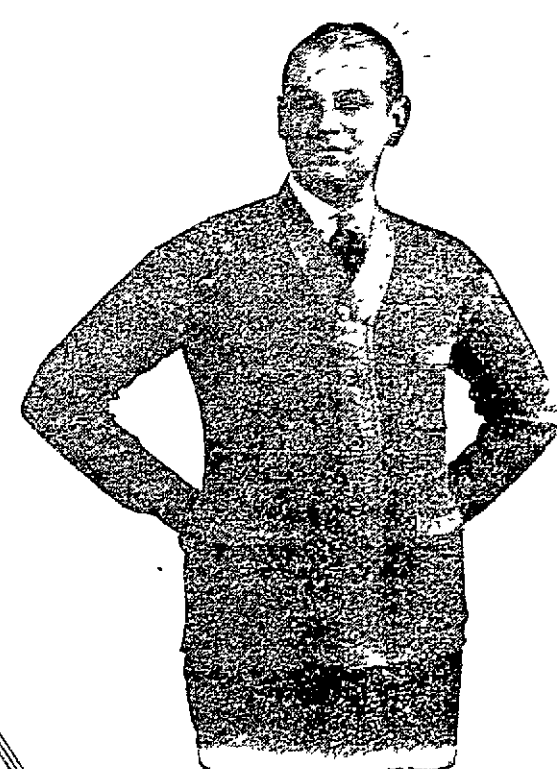


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COATS GARMENTS



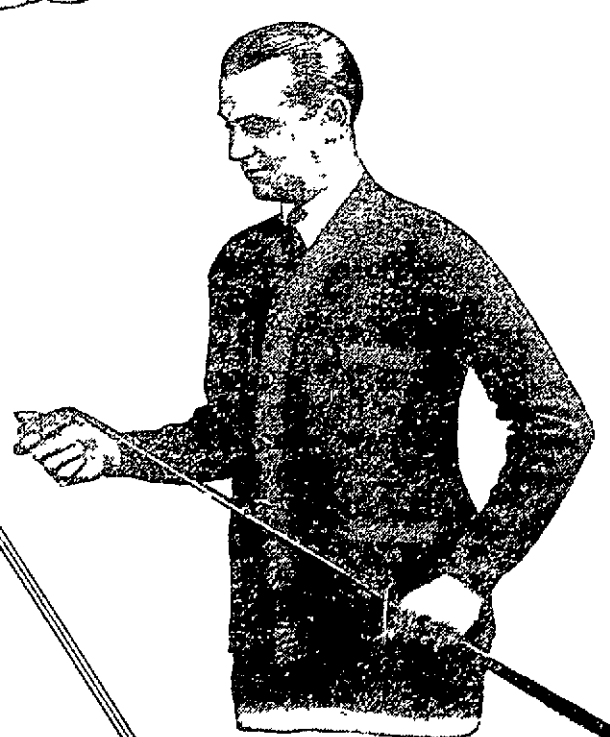
Uppermost in the minds of every Man and Woman of the APPLETON SUPERIOR KNITTING WORKS is the pride of making knitted Outer wear of supreme Quality, which would reflect credit upon the entire organization.

In the making of **PACKARD** Coats and **SUPERIOR KNIT** Garments proof of that assurance is manifested in no small degree.

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FARMERS COOPERATE TO MARKET THEIR PRODUCTS

Shipping Clubs Do Big Yearly Business

COOPERATIVE effort in Outagamie county among the farmers is growing every year and now there are a number of organizations which are doing a large business. Cooperation for shipment and marketing of farm produce is becoming more common and it will not be surprising if every community has one or more cooperative organizations within the next few years.

The cooperative cheese factories, which have been in existence a long time, were about the first manifestations of the farmers' desire to work together. In cheese and butter making, ten to thirty farmers group themselves together, put up a building, equip it with machinery, employ a cheesemaker, dump their milk into a common vat and have the lot made into cheese or butter. This is an ideal kind of cooperation in production and perhaps the only one possible on a large scale among farmers.

Cooperation in the sale of livestock is being practiced to a considerable extent. In Dale, Darboy, Kaukauna, Apple Creek, Mackville, Appleton, Black Creek, Draphal, Greenville, North Cicero, Center Valley, Seymour and Five Corners.

HAVE SHIPPING DAY
The Draphal and North Cicero Stock Shipping Association, consisting of 82 members is active throughout the year and is doing a very profitable business for its members. Every other Wednesday is the shipping day and the shipping point is Draphal. The company shipped 37 cars of livestock the past year and is expecting a very prosperous year ahead. The president of the company is Walter Blake, secretary, August Litzkow and shipper, Henry Draphal.

At Greenville, The Common Sense Live Stock Shipping Association has 100 members and the shipping day is Thursday. Last year the company shipped 45 cars of live stock. It handles beside stock, bran, middlings, coal, salt and fertilizers. The officers are Frank Reimer, president, Alois Griesbach secretary, W. H. Becher, shipper and Geo. Tennie, shipping manager. The company is doing good work for its members and is very prosperous.

The Apple Creek, Mackville and Badger Live Stock Shipping Association with 375 members, Fred Ziegler, president and shipper, C. W. Schroeder, secretary, and shipping point, Appleton, is doing big business in the shipping of live stock. Last year, Mr. Ziegler shipped 1,255 hogs, 929 calves, 178 cattle and 25 sheep, a total of 2,487 animals that brought \$41,374.60.

BLACK CREEK SOCIETY
The Black Creek Independent Shipping association is in business at Black Creek with 40 members. This association ships hogs, calves and cattle on Wednesday every two weeks. Twenty-nine carloads of live stock were shipped by this association last year. The president of the association is A. C. Rose, and the secretary and shipper is Geo. Kronschnable. A prosperous year is predicted for the association.

At Black Creek, The American Society of Equity Shipping Association is

doing a very satisfactory business for 120 members. Twenty new members were admitted to the association at the last annual meeting. The association ships regularly every other Wednesday and often, during the busy season, every day, and disposed of 38 cars of hogs, cattle, calves and sheep last year. The president is Wm. Schmidt, secretary, E. J. Mory, and shipper, Arnold Stephoni.

TRADES WITH FARMERS
The Central Valley Cooperative Live Stock Shipping association has 100 members. It ships live stock on Wednesday every two weeks and all kinds of farm products and takes orders from farmers for flour, feed, salt, fertilizer and binding twine. This association shipped 75 cars of live stock last year. The shipping point is Center Valley. The officers are: president, Fred Fiested; vice president, Louis Nichols; shipping manager, Geo. Wehning; assistant shipping manager, Frank Wagner.

Seymour, Kaukauna, Dale, Darboy and Five Corners also have active live stock shipping associations. Several farmers' cooperative stores in Outagamie county are doing a considerable business and are pleasing a large number of stockholders and customers. Among these is the Outagamie Equity Cooperative Exchange in Appleton with 400 stockholders, doing a general store business and also dealing in farm machinery, feed, fertilizer, wood and coal. The store has been running about three years and last year did a \$130,000 business, \$50,000 of which is credited to the farm implement department. The officers of the company are C. W. Schroeder, president; Albert Luebke, secretary; Theodore A. Glaser, manager and treasurer.

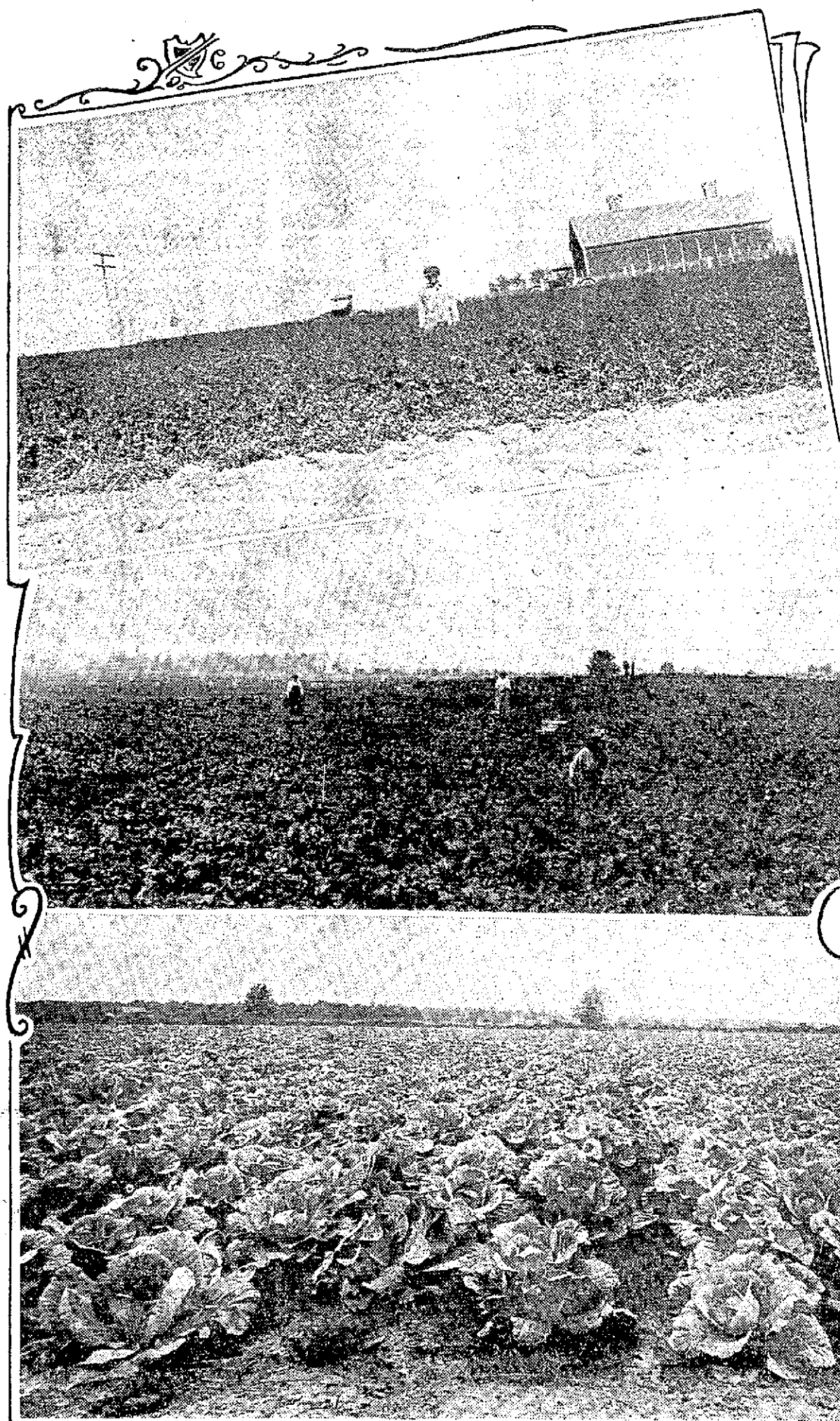
STORE AT HORTONVILLE
The Hortonville Consumers store was opened for business last May. It has 175 stockholders and a capital of \$4,275. It is operating and paying expenses on a 12 per cent margin above wholesale prices. The cash-and-carry plan prevails in this store, the store did a \$47,000 business last year and, as trade is picking up owing to the fact that prices are the same to the public as to stockholders, it expects to do a bigger business this year. The officers are Frank Zahrt, president, Henry Krickeberg, secretary, Edward Klingert, manager. The store does a general mercantile business.

At Bear Creek, the Bear Creek Mercantile association is operating a cooperative, general store since last July. The company consists of 60 stockholders with a capital of \$10,750 and did \$53,000 worth of business last year. In this store the prices are the same as in competing stores of the village. The manager is C. L. Ralsler.

300 STOCKHOLDERS
Another of these cooperative stores is the Black Creek Consumers store operating at Black Creek. This is a general store supported by 300 stockholders who are buying goods on a 12 per cent margin above wholesale prices. Last year the store did a \$37,000 business. Dr. F. C. Walsh is president of the company, the directors are B. C. Rose, Chas. Eickhoff, Arnold Thiel and William Laird.

The Seymour Equity association with one hundred stockholders and a reported capital of \$18,000 is doing a big business in Seymour taking orders from farmers for flour and feed, apples, coal, salt, fertilizer and binding twine. It is reported to be doing a \$50,000 business annually. The officers are Robert Dorsch, secretary; Herman Moass, treasurer; John Groat, president.

SOURCE OF FARMERS' WEALTH



HERE ARE THREE REASONS FOR THE GREAT FARMING WEALTH OF OUTAGAMIE COUNTY. THE UPPER PICTURE SHOWS A FIELD OF ALFALFA AS HIGH AS A MAN'S WAIST; THE CENTER PICTURE IS OF A SUGAR BEET FIELD AND THE LOWER PICTURE SHOWS A LARGE FIELD OF CABBAGE IN ONE OF THE GREATEST CABBAGE PRODUCING AREAS IN THE UNITED STATES.

Four Million Dollar Crop Is Taken From The 3,627 Fertile And Well Kept Farms In County

(Continued from page 37)

versity of Wisconsin experimental station has developed a corn that matures in the comparatively short growing season here and many farmers are acquiring this seed.

In 1922, 44,200 acres of corn were planted in the county.

DECREASE IN OATS
Next to hay, the largest acreage was planted in oats but the return was not as large and as a consequence the acreage of oats was reduced by 2,788 to 60,350 acres. In 1921 the total acreage was 63,128. The average yield per acre was 31 bushels, netting the farmers \$810,360 for the crop.

A sharp decrease in barley acreage over the preceding year was noted in 1922. In 1921 the total land planted to this crop was 8,198 acres while in 1922 it was reduced to 6,400 acres. In 1921 the average crop per acre was 23 bushels. The total production in 1921 was 183,154 bushels and the farm value was \$101,819.

Cabbage ranked ahead of oats as a money getter for farmers. In 1921 2,445 acres was devoted to cabbage production from which the farmers harvested 11,225 tons, or about 5 tons an acre. The price was exceptionally high and the farm value of the crop was \$392,875. In 1922 the planting was increased by 1,425 acres to a total of 3,870.

POTATO COUNTRY
Potatoes rank next to cabbage as "money crop" in this county. In 1921 the farmers harvested 324,162 bushels from 4,893 acres and the farm value of the crop was \$311,197. The average yield, according to the crop reporting service, was 69 bushels an acre and the farmers received an average of 96 cents a bushel for their product. This large return resulted in an increase in acreage planted to potatoes in 1922. Preliminary reports of the crop reports stated that

4,960 acres of potatoes were planted in 1922.

Outagamie county does not specialize in wheat to a great extent. In 1921 the total acreage of winter wheat was 847 and of spring wheat, 1,085. In 1922 the winter wheat acreage was increased to 1,038 and the spring wheat decreased to 605, making a total of 1,643 as compared with a total of 1,932 acres in 1921.

\$14,365 VALUE

The 1921 winter wheat crop represented a farm value of \$14,365 from a production of 13,552 bushels or an average of 16 bushels an acre. The average farm value was \$1.06 per bushel. Spring wheat production aggregated 15,190 bushels, worth \$16,101.40 at the average price of \$1.06 a bushel. The average yield per acre was 14 bushels. The wheat crop in Outagamie county in 1921 represented about \$30,465 to the farmers.

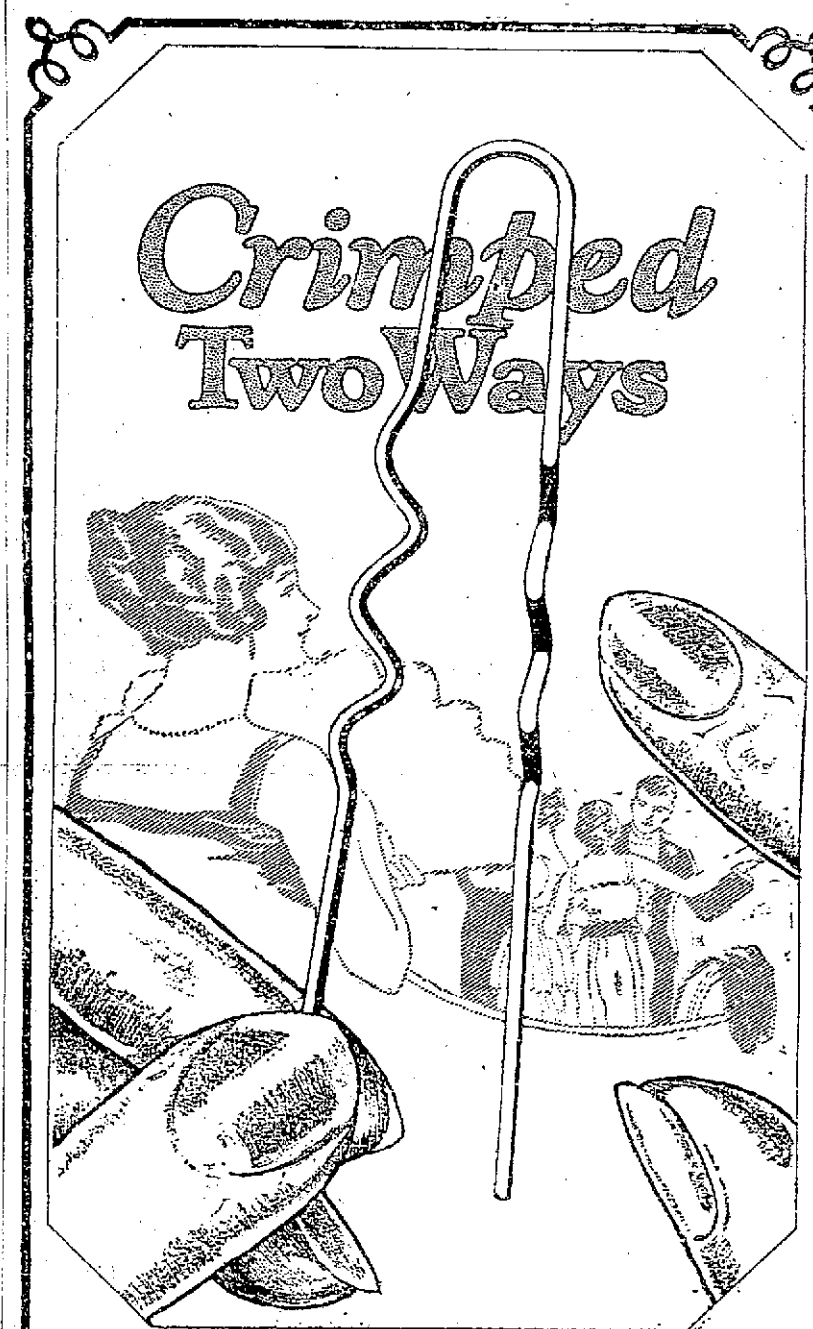
Sugar beet raising is an important industry in this county and nets large returns to the farmer. In

1921, 1,413 acres were planted to sugar beets and the production was 11,596 tons. Sugar factories paid an average of \$7 a ton and the farmer received \$83,683 for his crop. The average yield per acre was 8.4 tons. No figures are available on the 1922 planting of sugar beets.

RYE PRODUCTION

Rye production in this county in 1921 aggregated 28,406 bushels, raised on 1,467 acres. The value was \$19,504. The average price per bushel was 75 cents and the average yield per acre was 15 bushels.

Raising of dry peas and canning peas is becoming more important as an industry in Outagamie county and the acreage is increasing. In 1921 a total of 118 acres was devoted to canning peas, whereas in 1922 it had increased to 570 acres. The dried pea crop was harvested from 294 acres in 1921. The canning pea crop two years ago totaled 1,652 hundred-weights, valued at \$4,460. The yield per acre was about 1,400 pounds and the farm price was \$2.70 per cwt.



That's the secret of success of Scolding Locks Hair Pins. Crimped two ways means it is crimped up and down on one side and in and out on the other.

You can feel Scolding Locks hold. When you use them you need never worry about the appearance of your hair. Once right, it stays right—with Scolding Locks.

Highest quality hair pins in every way. Enamelled twice. And the ends are specially finished; no rough edges to catch in your hair net.

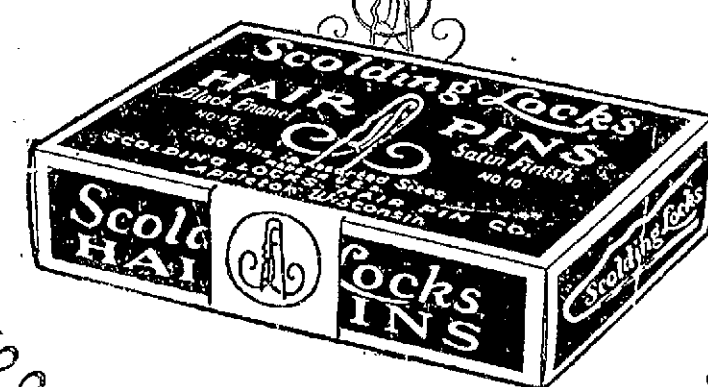
100 assorted lengths, ten cents; 60 assorted invisible, five cents. Look for the lavender and white sealed cabinet. Sanitary. Convenient.

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FLANNELS
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CANVAS MITTENS

PROMPT SERVICE

OUTAGAMIE COUNTY BUILDINGS VALUED AT \$900,000

Asylum Alone Worth Nearly Half Million

County Maintains Fine Buildings to Care for Dependents

ONE of the largest businesses and property holders in the entire county is the County of Outagamie. It does an annual business running into millions of dollars and it owns property worth nearly \$900,000. No other business has so many ramifications and touches so many people than the public's business as exemplified by the county. The roads, the bridges, the taxes, all may be traced back to the county.

The county's government is centered in the city of Appleton where the courthouse is located. This is an old building erected in the eighties and occupies a most valuable square bounded by Sixth-st., Seventh-st., Walnut-st. and County-st. The county was given the land on condition that the courthouse be maintained there. There is a possibility that if the courthouse is moved the property will revert to the original owners, the Conkey and the Smith estates.

The inventory committee of the county board recently valued the grounds on which the courthouse and jail stands at \$25,000 but this is believed to be far below its real market value. The courthouse, with its fixtures and improvements is worth \$225,000 and the jail is valued at \$40,000.

MODERN JAIL

The jail is a comparatively new structure, built according to modern ideas. It has accommodations for about 40 prisoners and the sheriff's residence is in connection. Cells and floors are strictly modern. The second floor of the jail is reserved for women prisoners.

Arrangement in the courthouse is not all that can be desired and there is a probability that more room will be needed in a few years. The office of the clerk and the highway commissioner are quite crowded and the courtroom arrangement on the second floor is not good.

The most valuable property owned by the county is the asylum for chronic insane on the Asylum road.

This property is valued at \$870,751, of which \$324,400 represents the value of real estate and the remainder is personal property. The asylum is located on a farm of about 430 acres, most of it under cultivation. This farm is one of the finest in the state, stocked with about 75 head of cattle, many of them pure bred, about 200 pigs and the same number of chickens.

BUILDING WORTH \$175,000

The main asylum building was erected in 1859 but additions have been built since. It is valued at \$175,000. Numerous smaller buildings, including sheds, barns, granaries, laundry, stacks are located on the property.

The asylum is administered by a board of three trustees appointed by the county board. The present board consists of F. S. Bradford, president, Charles Freund, vice president and Thomas Kelly, secretary.

Thomas Flanagan, as superintendent, has direct supervision. Mrs. Thomas Flanagan is matron and Dr. P. D. Doherty is visiting physician. Administration of the asylum is so efficient that it is more than self-sustaining.

HAS BIG CREDIT

Operating expenses last year amounted to \$14,097 and the expense of maintaining the property was \$1,072, making a total of about \$48,170. Revenues for the same period were \$57,056, not including what the county should pay for care of its insane. The average weekly per capita cost of taking care of the 180 inmates, including the cost of maintaining the property was \$4.90.

The asylum has a total credit of \$262,115 coming from Outagamie county for care of its insane since the asylum was established.

Of the 180 patients at the asylum, about 130 are from this county and the remainder are from all over the state. The asylum now is filled almost to capacity.

The county training school for teachers at Kaukauna is another valuable Outagamie county property. The building and equipment is valued at about \$90,331 and this valuation is said to be extremely conservative.

The school has developed a large number of rural teachers for the county and now has an enrollment of about 70. Practical as well as theoretical training is given the students. A model school is maintained and the teachers are given an opportunity to work in rural schools before they are graduated. The faculty consists of three teachers under the

supervision of W. P. Hagman, a training school board administrator the school.

BEAUTY SPOT

Riverview sanatorium, a county hospital for tubercular patients is located in a beautiful spot on the Fox river near Combined Locks. It commands a wonderful view of the river and a more quiet and restful spot could not be found in the county.

Located at the base of a hill, on the bank of the Fox, with trees on every side, it is a most delightful spot, reached by a winding road from the main highway.

The county inventory committee has estimated the value of this property at \$47,834 but this is far below its real worth. The land now is worth much more than was paid for it, yet it is inventoried at the purchase price. The grounds and building were valued at \$37,175 and the personal property at \$10,500. The

property was acquired in 1913.

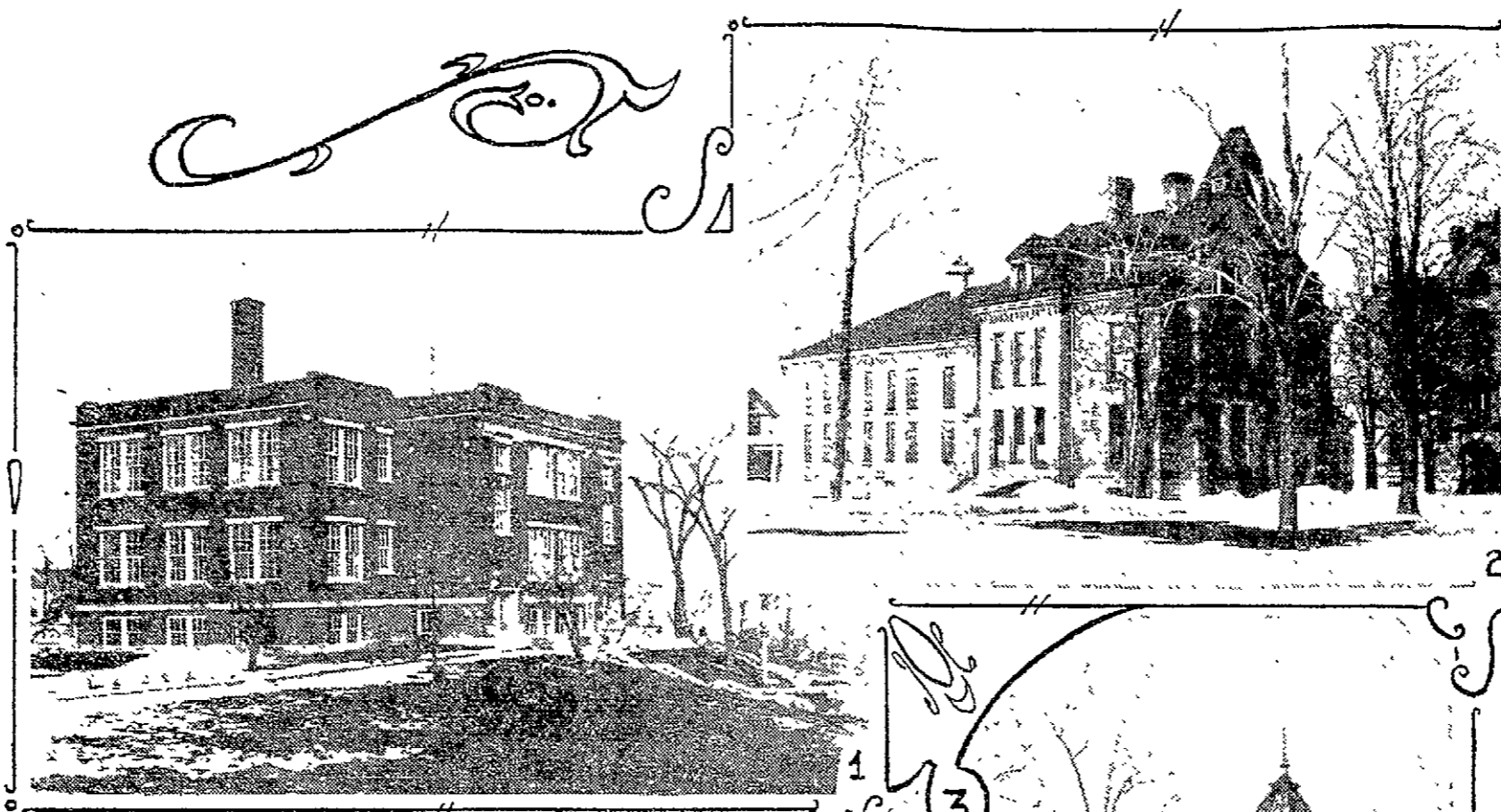
There were 77 patients in the sanatorium when the last report was made. Of this number 45 were residents of Outagamie county and 7 were former service men.

The sanatorium is under the supervision of a matron, Miss E. L. Boyle, who is assisted by a physician and a competent corps of nurses. A sanatorium board administers the institution.

The county workhouse is located a few miles from Appleton and is valued at about \$6,000. John Wagner is the superintendent. The workhouse stands on a small tract of land which is used for farming purposes.

The county also owns and maintains a garage and repair shop for its highway department. This property is valued in the neighborhood of \$15,000. Extensive equipment also is owned by the highway department.

OUTAGAMIE COUNTY PUBLIC BUILDINGS



UPPER LEFT, OUTAGAMIE COUNTY TRAINING SCHOOL AT KAUKAUNA. UPPER RIGHT, COUNTY JAIL, APPLETON; LOWER RIGHT, COURTHOUSE, APPLETON.

Tax Levy In County Is \$700,000 A Year

Assessed Valuation Has Grown To Over \$73,000,000 From \$352,000 In 73 Years

ONLY three years younger than Wisconsin, Outagamie-co shares the state's reputation for progressiveness. The county was created by the state legislature in 1851 through a bill introduced by Senator Theodore Conkey of Appleton. The original spelling was "Utahamie," signifying an "Indian name of an Indian tribe."

The first county board of supervisors held its initial session April 18, 1851. It consisted of the chairman of the following towns listed in the order of their organization: Kaukauna (1839)—George W. Lawe; Grand Chute (1849)—George M. Robinson; Lansing, now Freedom, (1850)—J. A. Hine; Ellington (1850)—J. R. Rynders; Hortonville (1850)—Josephus Wakefield; Greenville (1850)—L. E. Darling.

Robinson was the first chairman. The present site of the courthouse was deeded to the county by Amos A. Lawrence, founder of Lawrence college, and Mr. Conkey.

STEADY GROWTH

During the 73 years of progress Outagamie-co has increased in wealth from \$352,248 to \$73,448,566, which assessed valuation is 33 per cent of its true value. From a population of hardly more than 2,000 it has grown to more than 55,000. So complex has become the workings of the administration that whereas it formerly required a little more than \$3,000 it now annually commands a revenue of more than \$700,000 including the state tax levy.

The county has property valued at \$872,000. Among its institutions are the courthouse, jail and sheriff's residence, workhouse, asylum, training school, tuberculosis sanatorium and a large garage. It disclaims a poor house and poor claims upon the country are very small.

The county board recently went on record in engaging a county agent to look after the agricultural interests of the county. Liberal interest in education is further evidenced in the maintenance of a county training school for teachers.

The present chairman of the county board is George F. Fiedler of Seymour. The clerk of the board is John E. Hantschel. Money affairs of the board are handled by a finance committee the county auditors and the county treasurer, Miss Marie Ziegenhagen. The board's legal advisor is John A. Lonsdorf, district attorney. The important office of highway commissioner is held by A. G. Brusewitz.

HAVE THREE JUDGES

Judicial affairs are handled by Judge John Bottensack, probate court; Judge A. M. Spencer, municipal court; Judge Edgar V. Werner, circuit court. Other court and justice officers are Sheriff Otto H. Zuehlke; H. A. Shannon, clerk of courts; John Wagner, workhouse superintendent. A. G. Koch is register of deeds, Frank M. Charlesworth, surveyor, H. E. Ellisworth, coroner.

Members of the board are F. D. Zochell, Black Creek; E. P. Spoehr, Boylston; William Roban, Buchanan; Frank Schroeder, Center; Fred Drehal, Cicero; Milford Bottrell, Dale; A. M. McClone, Deer Creek; L. J. Werner, Ellington; J. W. McHugh, Freedom; F. A. Grant, Grand Chute; H. M. Culbertson, Greenville; Charles Schultz, Hortonville; James Farrell, Kaukauna; John Sawall, Liberty; R. T. Carpenter, Maine; William Hutchinson, Onondaga; Alfred Mueller, Seymour; John Driedrick, Vandenberg; Henry Janssen, Combined Locks; Patrick Ryan, Joseph Buyer, John Treacy, Peter Radmacher, Louis Jones, Appleton; Fred Remko, Bear Creek; George Kitchen, Black Creek village; David Hodgins, Hortonville; Charles J. Faust, Charles Wendt, August Heinz, A. P. Anderson, Fred Reichel, Kaukauna city; Joseph T. Doerfler, Kimberly; Anton Janssen, Little Chute; Hailey Heath, New London; George F. Fiedler and William Beck, Seymour city; Michael Mack, Shiocton.

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TEN SERIES OF SOIL FOUND IN OUTAGAMIE COUNTY

Wide Diversity Of Crops Is Made Possible By Many Kinds Of Soil

DIVERSITY of Outagamie county crops can be traced primarily to the diversity of soils found here. The agriculturists are not compelled to rely upon one particular crop but because of the varied kinds of soil almost anything that will grow in this climate can be successfully raised here.

The soils of Outagamie county are classified into ten series which include 24 types.

The Kewaunee series is made up of brown and light-brown soils, having heavy red clay subsoils.

The soils of the Superior series are very similar to those of the Kewaunee, consisting of the same material, but they occur level to very gently undulating areas and the surface drainage is somewhat deficient.

The Poygan series consists of dark-colored, low-lying, poorly drained material. The surface soil is very high in organic matter while the subsoil consists of the red clay characteristics of the Superior series.

The Coloma series includes the light-colored upland soils derived through glacial action largely from the Potsdam sandstone.

The Merrimac series consists of light-colored soils which occur as outwash plains or stream terraces.

The surface of the Kewaunee loam consists of about 10 inches of brown, mellow loam, moderately high in organic matter. The subsoil, which extends to an undetermined depth, consists of the heavy, compact red clay so widely distributed in this region.

The Kewaunee loam is one of the most important and most extensive types of soil in Outagamie county. It is confined largely to the eastern half of the county and is the predominating type in the towns of Seymour, Osborn, Freedom and Center.

MANY FINE FARMS

The Kewaunee loam is one of the most highly improved soils of Outagamie county, many of the finest farms being located upon it. Almost every acre is tillable. All the common farm crops are successfully grown. General farming and dairying are the leading types of agriculture. The rotation most commonly practiced consists of small grain, clover or clover and timothy, and corn.

The Kewaunee silt loam, to a depth of about 8 inches, consist of a brown to dark brown, rather compact silt

loam containing a moderate amount of organic matter. It is practically free from gravel and stones. The subsoil consists of heavy, red clay. This type predominates in the town of Greenville, and is also quite extensive in the town of Grand Chute. This is one of the more desirable soils of the county upon which agriculture is very highly developed. Small grain and grasses do especially well, and dairying is the leading branch of agriculture. A rotation following on farges consists of small grain, clover, or clover and timothy hay. The occasional plowing under of a green-manuring crop increases the supply of organic matter and improves the structure of the soil. Field tests indicate that the use of phosphate fertilizer would be profitable.

DEEP SUBSOIL

The Kewaunee clay loam, to a depth of 3 to 4 inches, consists of a compact silt loam or silty clay loam, of a slightly reddish brown color. This material grades abruptly into a heavy, compact, pink-red clay subsoil, which extends to great depths.

This type is most extensively developed in the southeastern part of the county, and is the predominating type in the towns of Vandenberg and Buchanan. Small areas like in towns of Grand Chute, Greenville, and Black Creek. It is an excellent soil and well adapted to general farming and dairying. A rotation quite commonly practiced consists of a small grain one or two years, followed by clover or a mixture of clover and timothy for one or two years, and then corn.

As the soil is heavy and somewhat deficient in organic matter, it would be advisable to supplement the stable manure by plowing under a green-manuring crop, preferably a legume, about once in every four or five years.

The soil of the Superior fine sandy loam, to a depth of 8 to 10 inches, consists of a loose loam or fine sandy loam of a dark-brown color. It usually becomes lighter in color and coarser in texture with depth, and at 12 to 20 inches in color and coarseness in texture with depth, and at 12 to 20 inches gives way to heavy red clay.

NEED BETTER DRAINAGE

Areas of this soil are found in every town, excepting Cicero, Vandenberg and Buchanan but the total extent is small. In many places, for best results with the Superior fine sandy loam the drainage must be improved, but there are many areas where tile drains are not necessary. The productiveness of the soil could be increased by increasing the supply of organic matter.

The Superior clay loam, to a depth of about 10 inches, consists of a dark brown silt loam which contains a moderate amount of organic matter. The subsoil below 10 inches grades abruptly into heavy, compact, red clay.

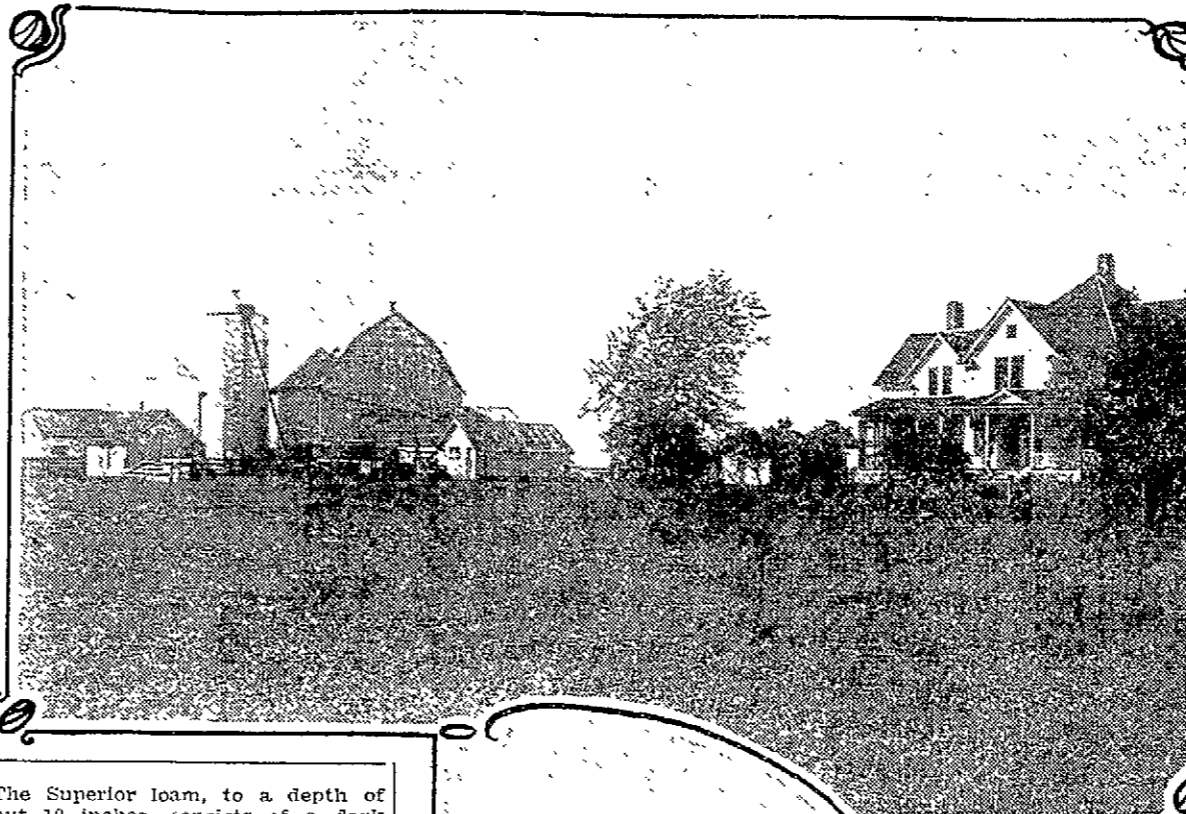
The Superior loam covers a total area of approximately one township, in the towns of Seymour, Osborn and Freedom.

The Superior silt loam, to a depth of about 8 inches, consists of a dark brown silt loam containing a considerable amount of organic matter. The subsoil consists of a heavy, compact, pinkish-red clay which extends to a depth of more than three feet.

This soil occupies in the aggregate about 22,500 acres, irregular areas ranging in size from a few acres to 5 or 6 square miles. The type occurs extensively in the towns of Osborn, Freedom, Grand Chute, and Center.

The Superior clay loam is found chiefly in the towns of Kaukauna, Freedom, Vandenberg, and Grand Chute. Because of the impervious nature of the subsoil, the type remains wet and cold for some time during the early part of the growing season. Practically all of this soil would be improved by drainage. Where drainage has been improved, corn can be grown more successfully, and all other crops are much more certain of giving satisfactory yields.

FARM BUILDINGS IN OUTAGAMIE COUNTY



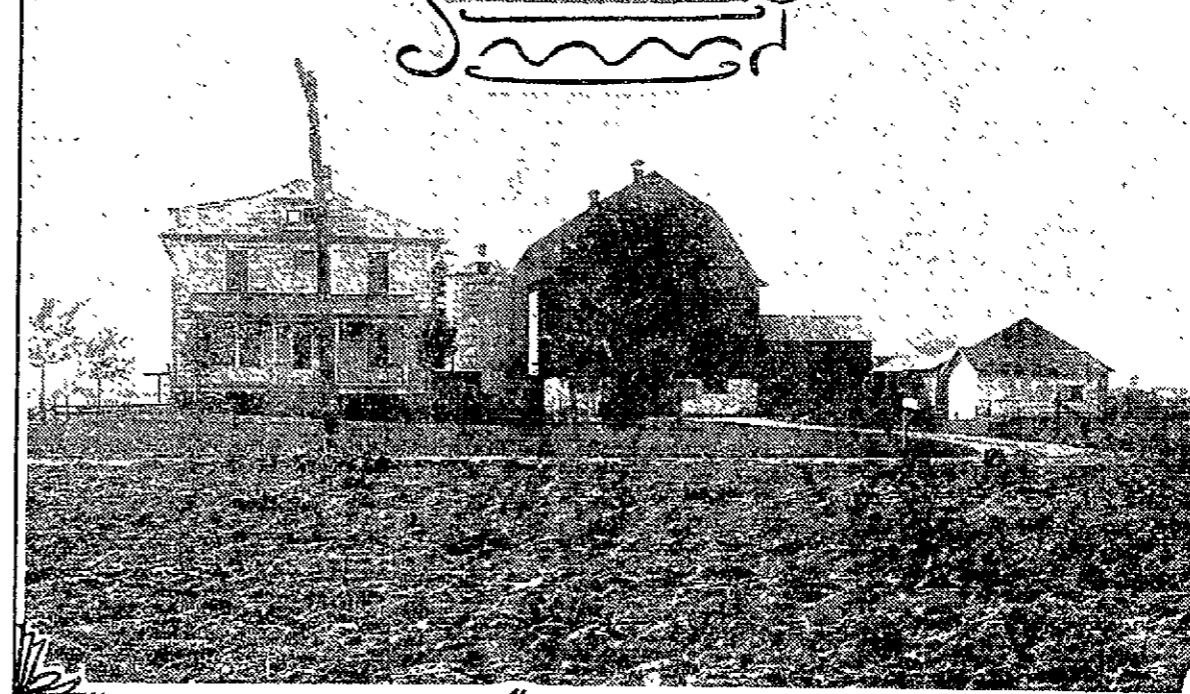
The Superior loam, to a depth of about 10 inches, consists of a dark brown silt loam which contains a moderate amount of organic matter. The subsoil below 10 inches grades abruptly into heavy, compact, red clay.

The Superior loam covers a total area of approximately one township, in the towns of Seymour, Osborn and Freedom.

The Superior silt loam, to a depth of about 8 inches, consists of a dark brown silt loam containing a considerable amount of organic matter. The subsoil consists of a heavy, compact, pinkish-red clay which extends to a depth of more than three feet.

This soil occupies in the aggregate about 22,500 acres, irregular areas ranging in size from a few acres to 5 or 6 square miles. The type occurs extensively in the towns of Osborn, Freedom, Grand Chute, and Center.

The Superior clay loam is found chiefly in the towns of Kaukauna, Freedom, Vandenberg, and Grand Chute. Because of the impervious nature of the subsoil, the type remains wet and cold for some time during the early part of the growing season. Practically all of this soil would be improved by drainage. Where drainage has been improved, corn can be grown more successfully, and all other crops are much more certain of giving satisfactory yields.



3,700,000 Pounds Of Cheese Is Produced Annually In County

OUTAGAMIE county's claim to being in the heart of the dairy country of the United States is borne out by its huge production of cheese, butter and cream. The United States bureau of census and the Wisconsin department of agriculture reported that the county's milk production in 1922 was approximately 223,588,000 pounds. Of this amount approximately 37,700,000 pounds is made into cheese in the two score cheese factories of the county.

In 1922 the cheese production of the county was in the neighborhood of 3,700,000

pounds, according to the most reliable figures. The product was valued at approximately \$750,000.

Larger portions of Outagamie county's milk production go into the manufacture of cream for shipment out of the county and to condensing factories than is made up into cheese. It was conservatively estimated that 1,500,000 pounds of milk is skimmed and the cream shipped out of the county each week. This makes a total of 93,600,000 pounds of milk used a year for that purpose. Condensing factories of the county take at least another 50,000,000 pounds a year. There is consumed on the farms and for delivery to homes in the cities and villages at least 25,000,000 more pounds. Butter production in the county requires another 15,000,000 pounds a year.

The butter production in factories is estimated at about 1,050,000 pounds a year. During the biggest milk producing season around 600 cans of cream, each can containing 10 gallons, are shipped out of the county to Milwaukee and Chicago.

SHIP 4,000,000 POUNDS

The Jacquot Cheese Co., the principal cheese shipping organization in the county, annually handles about 4,000,000 pounds, buying from all the surrounding counties. Many of the cheese makers contract for their year's supply with the wholesale houses on the basis of the Plymouth market which is established every Monday.

Only three or four cheese factories in the county are members of the Wisconsin Cheese Producers' federation. Cheese that is not sold through county wholesalers is shipped to Neenah, Plymouth or Fond du Lac.

About 25 per cent of the cheese factories and skimming stations of the county are owned by the farmers who hire a cheesemaker and the remainder are privately owned.

The Borden Condensed Milk company's plant is located at New London and it has branches in Greenville and Black Creek. These three plants take the entire production of milk from miles around, establishing long hauling routes in order to save the farmer from the trouble of delivering his product.

George A. Whiting Paper Company

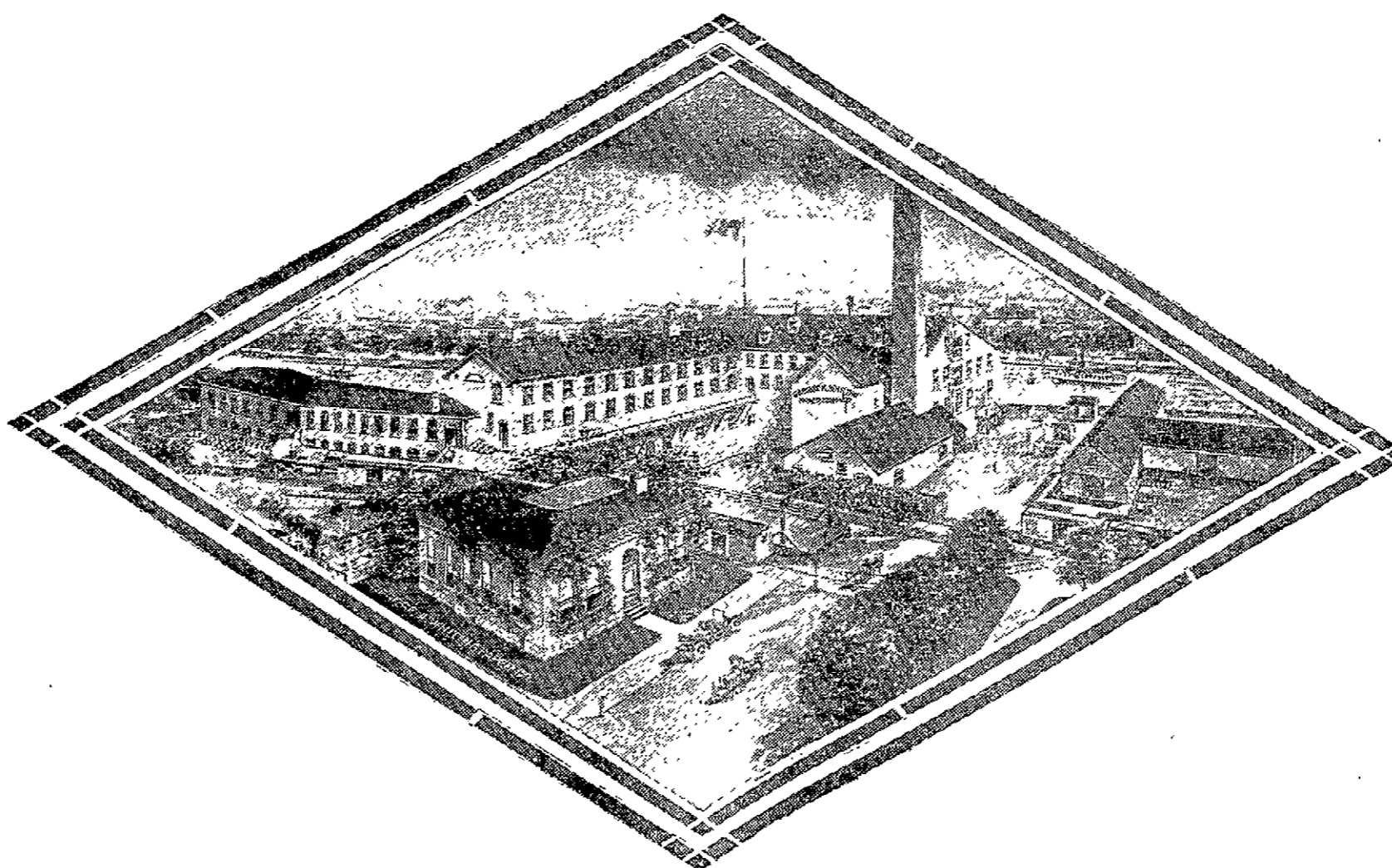
Geo. A. Whiting, President & Treasurer

F. B. Whiting, Vice President & Secretary

MENASHA, WISCONSIN

Established 1882

Incorporated 1911



Manufacturers of

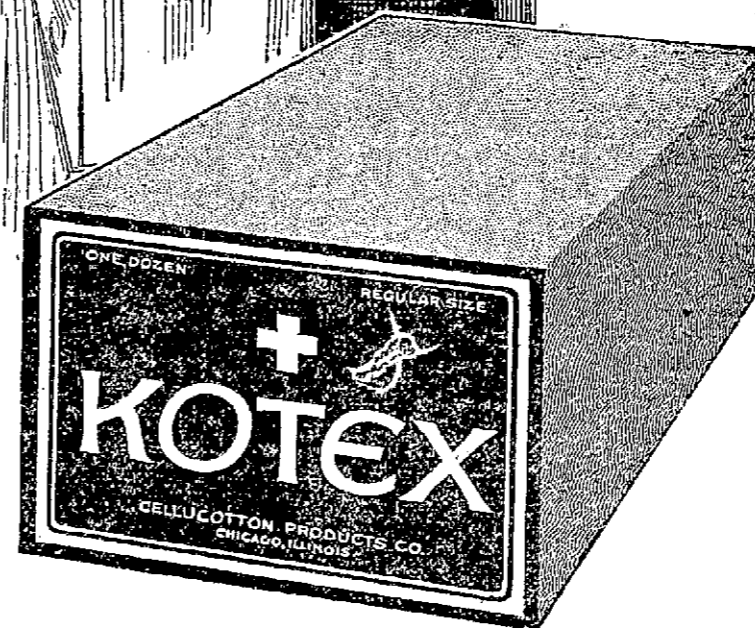
Machine and Loft-Dried Bonds, Ledgers and Writings

KOTEX



At drug,
dry goods,
and department stores

Traveling or at home,
Kotex is almost indispensable



Regular Size
12 for 65c
Hospital Size
6 for 45c

"So far ahead of other sanitary pads—it seems odd now to think of birds-eye and old fashioned make-shifts No embarrassment buying them either—one need only say, 'A box of Kotex' A great

convenience, being so very easily disposed of So cool on hot summer days, and comfortable at all times. They make it safe to wear the lightest summer frocks."

Kotex is cheap enough to throw

away and easy to dispose of by following simple directions in every box.

The first box usually—the second box always—results in the discovery of a new comfort, a new convenience, a new economy, a new habit.

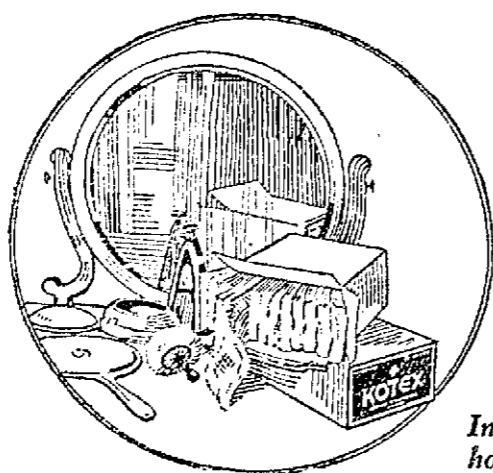
Keep Kotex always on hand
—Ask for it by name

Copyright 1922, Cellucotton Products Co.
166 West Jackson Boulevard, Chicago
51 Chambers Street, New York

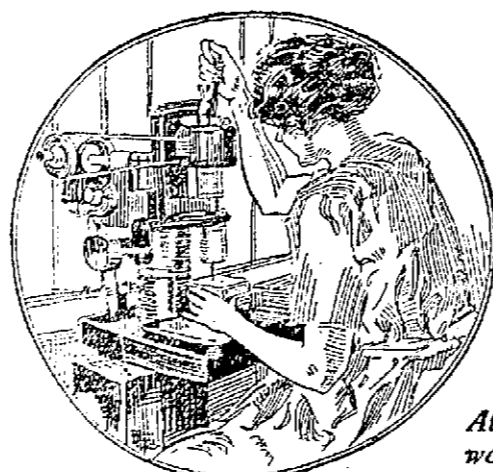
Factories: Neenah, Wis.



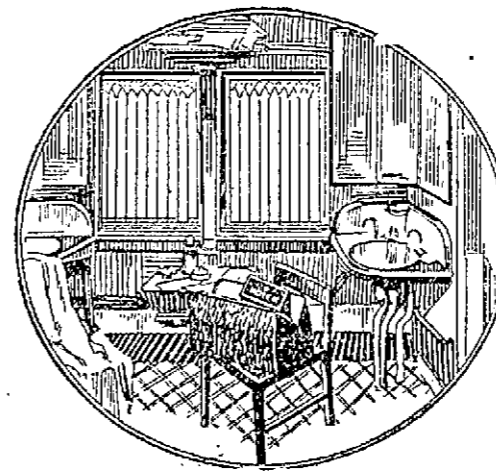
At
business



In the
home



At
work



When
traveling



At
School

INEXPENSIVE, COMFORTABLE, HYGIENIC and SAFE — KOTEX

HOTELS HERE CAN ACCOMMODATE 800 PERSONS

Four Hotels Meet Wants Of Travelers

Thousands of Tourists Travel Miles to Stop in Appleton

Besides being noted as a tourist center, Appleton is considered a road hotel town by the traveling men and transient visitors. There are four major hotels which can accommodate 800 people in the time of conventions and large gatherings by using all the available space. During the summer practically every space where a cot can be placed is used and during the winter, all the hotels are comfortably filled with transient guests many of whom have been stopping in Appleton at intervals for more than 25 years.

Two of the largest hotels, the Conway and Hotel Appleton will accommodate 300 people apiece when the new seven story addition of the latter is finished. The Conway for years known as the Sherman house, at present is the largest hotel and offers very good accommodations with all the modern conveniences to the people who stay there. The capacity, including the annex is 135 rooms, some of which are doubles so that the capacity can be greatly increased when necessary.

FEED LARGE NUMBER

Besides being equipped with conveniences such as telephone, private bath, elevator and porter service, the Conway is noted for its ability to provide food for large numbers of persons. The hotel has a large dining room and a large coffee shop besides two private dining rooms which are kept in constant use for parties. It is possible to convert the ladies parlor into another small dining room so that four private parties may be held at one time while the regular meals are being served in the coffee shop, which has recently replaced the cafe and lunch room.

This hotel offers to its patrons the services of 85 employees who have charge of every branch of its activities, including bakery and laundry. Ten sample rooms are offered to traveling men. John Conway, well known good roads advocate, is the owner and manager of the hotel.

BUILD LARGE ADDITION

The roof garden on the top of the seven story addition to Hotel Appleton will be the feature of that building when it is completed. Three stories of the addition, which will

TOURISTS DELIGHT TO STOP HERE



UPPER LEFT, HOTEL NORTHERN; UPPER RIGHT, HOTEL APPLETON; LOWER, CONWAY HOTEL.

make the capacity 135 rooms, have already been erected. In times when more sleeping room is needed in the city, T. M. Heid, the manager plans to convert this roof into a sleeping porch and place 50 additional cots at the disposal of conventions and large meetings.

Hotel Appleton has a large dining room which can be converted into several small ones and a small private dining room which is used for parties. Seven sample rooms are available to traveling men in this hotel. The usual services of telephone, elevator, private bath are offered to its patrons. The staff of employees includes 32 people.

Many additional conveniences are offered to the people who stay in the hotels by the establishments which are run in the hotel buildings under separate management. In the Conway hotel building is a barber shop, florist shop, shoeshine parlor besides the usual candy and cigar counters in the hotel, while Hotel Appleton has a barber shop and a beauty parlor in the building. The Chamber of Commerce occupies an office in the Conway and Appleton Women's club has its clubrooms in Hotel Appleton.

The next largest hotel is Hotel Northern which has 50 rooms and can provide sleeping quarters for 100 persons. This hotel has a large

dining room in connection which is largely patronized. John Brill is the owner and manager. In the 35 rooms of the Briggs house, 70 people can be housed comfortably and more crowded in when necessary. The dining room capacity of this hotel is about 40.

There are several smaller hotels which have many rooms which are used for those who live there all the time. Many of these also have rooms for transients. Occasionally a person wishing to remain in Appleton over night is able to get a room at the Y. M. C. A. The 66 rooms in the dormitory of this building are pretty well filled by men who live there, however.

Social Life Of Central Fox River Valley Is Built Around Country Club In Appleton

AROUND a club which was organized 25 years ago for sports, principally golf, much of the society life of the members of the club has centered. Riverview Country club was organized by a group of Appleton and Neenah people prominent socially at that time for the purpose of promoting sports among its members and for the purpose of opening a golf course in the city. The first meeting of which there is a record took place on Aug. 24, 1898, but there had been considerable discussion of the club for six months or more previous.

As the club membership grew in congeniality brought about by the constant association in matters concerning golf as well as the association in the usual way, the social life of the membership began to center around the club until at the present time much of the society history of the club's 275 members is linked up with the country club in some way. During the summer, while golf and tennis events are taking place constantly, social events are taking place in the new club house quite as constantly.

NEW CLUBHOUSE

Luncheons and dinners are served daily at the club throughout the summer season and it is quite the custom to entertain at luncheon, dinners and dances at the club throughout the summer months. The present club house which was completed in 1922 has retained much of the simplicity and charm of the first social gathering place of the club. The original clubhouse, however, which was erected shortly after the club was organized, was but a shanty and caddy house, but this was replaced soon with a clubhouse with spacious porches on which to spend the afternoon and entertain one's friends. When this clubhouse became inadequate, the present building replaced it.

The clubhouse is often rented by members for private parties, but there is a club ruling which makes it

impossible to have more than two private parties a week in the clubhouse. Special holiday programs are planned during the summer and two winter season events take place, the harvest home supper and the annual holiday dance. The latter is usually

one of the big social events of the season, taking place as it does when all the young people are home from college.

Ever since its beginning, the club included members from Appleton, Neenah, Menasha and Kaukauna.

During 1922, J. C. Kimberly of Neenah was president, Dr. E. J. Brooks, vice president and William Van Nortwick, secretary-treasurer, while E. D. Beals, H. K. Hancock, W. C. Wing, and C. L. Marston were the rest of the board of directors.

SERVICE AND GROWTH

Like most business enterprises, we want to grow. We have grown consistently during our eighteen years existence in Appleton, and expect to keep on doing so.

We have concerned ourselves, not so much in the pursuit of new business as we have in trying to render a high quality service.

**WE HANDLE---FUEL
COAL, WOOD, COKE**

MR. FARMER

We handle Cabbage and Hay in carload lots and assure you that we always aim to render our shippers service which make them proud of their connection with us.

SEND YOUR CABBAGE AND HAY TO US

**GUENTHER TRANSFER
AND SUPPLY COMPANY**

Office and Yards: Appleton Junction

Phone 35

3%

**INTEREST
ON TIME
DEPOSITS**

☐ The growth of this bank is the best evidence that its policy and methods are in accord with the demands of present day business needs.

☐ The manufacturer, merchant or farmer seeking modern banking connections, will find this bank as liberal in its dealings as is consistent with sound banking.

☐ We are at all times prepared to discuss your requirements with you and invite consultation.

FIRST NATIONAL BANK

MENASHA, WISCONSIN

Little Chute Business Houses

Are Modern, Progressive and Fully Equipped To SERVE CITIZENS AND VISITORS

Little Chute Lumber & Fuel Co.

"Everything to Build Anything"

We Furnish Plans Free

CABINET WORK
INTERIOR FINISH

PHONES
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Appleton 112



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FURNITURE and UNDERTAKING

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The Only Store of Its Kind
in Town

Prompt and Satisfactory
Service to One and All

Giltedge HEATING SYSTEMS

You Like Them Best Because They Are
Strong and Powerful Heaters
EASY TO OPERATE

Really Save Coal and Always Keeps the "Kiddies" Comfy

LITTLE CHUTE SHEET METAL WORKS

JOSEPH V. TEASE, Prop.

Heating and Plumbing

Little Chute, with a population of 2,500, and modern in every respect, including complete sewage and water systems, is the oldest village in Outagamie County.

Located on the Fox River, four miles east of Appleton, it is reached by two branches of the Northwestern railway, two bus lines, one inter-urban electric line, and four improved state highways.

The village has so grown and developed that it now overtops the standards of population, industry and wealth, set up and established by the largest villages in the county.

Its merchants and business men are fully equipped to serve its citizens and visitors.

Some of the most alert and progressive are listed on this page.

Don't fail to visit Little Chute—it is one of the most historic and interesting towns in Wisconsin.

Peter Van Den Heuvel's Cafe

PINE ST., HALF BLOCK SOUTH OF HIGHWAY 15

Little Chute's Only Modern
Restaurant, Lunch Counter and
Ice Cream Parlor

Cigars, Cigarettes, Fruit, Canned Goods, Etc.

ESPECIALLY POPULAR WITH ALL TOURISTS

Peter H. Weyenberg

Wholesale and Retail Dealer in

Fresh and Salt
Meats

Poultry in Season

Home-made
Sausage and Lard

PHONES 1-J and 21-W

LENZ Electric & Auto Company

AGENT FOR

Velie and Chevrolet

General Electric
and
Auto Repairing

Tires and Battery
Service

PHONE 29

Bank — OF — Little Chute

Organized 1906

Capital
\$30,000.00
Surplus and Profits
\$45,000.00

President, H. J. Verstegen
Vice President, Wm. Geenen
Cashier, P. A. Gloudemans
Assistant Cashier, H. J. Stark

RALPH E. LOWELL DRUGGIST

The Reliable Drug Store

Everything Usually
Carried in An
Up-to-date Drug Store

Purity

Accuracy

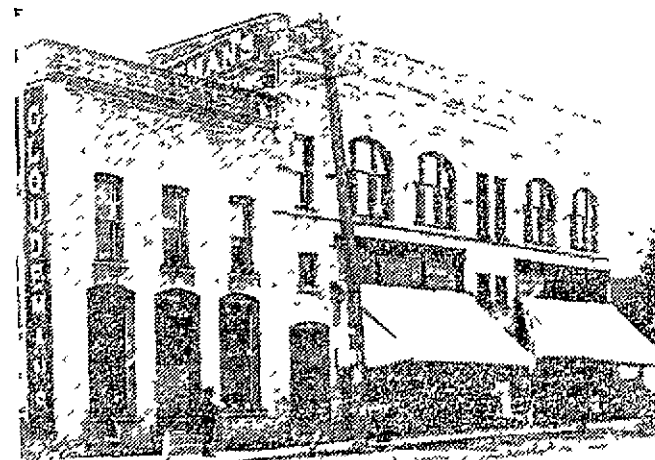
HOTEL HAMMEN

JOHN HAMMEN, Prop.

—The Best Hotel in Town—

Fine Sleeping—Great Eats

P. A. GLOUDEMAN'S DEPARTMENT STORE



P. A. Gloudeman's Department Store of which the people of Little Chute may well be proud. By their true loyalty and co-operation, the population has made this store a success.

This store carries a well-selected line of dry goods, carpets, gents' furnishings, and a complete line of groceries. The management is careful in stocking and selling only first-class merchandise. It adheres strictly to a one-price-to-all system, and tries to serve you through the best business management. The store was established in 1897, and is the oldest store in Little Chute.

Yours For More Business

John J. Van Handel

Shoes and Confections

High Grade Shoes and Rubbers
Fine Confections and Tobacco

Little Chute Supply Co.

COAL

WOOD

LUMBER

Phone 26

DE GROOT BROS.

Good things to eat
Good things to wear

"Pleasing You Means Success To Us"

CULTURAL NEEDS OF PEOPLE ARE MET IN APPLETON

Big Variety Of Programs Offered Here

APPLETON people who are interested in cultural entertainment are never at a loss in the city where literally hundreds of cultural programs are put on each year. Lawrence Memorial chapel, it is estimated, is in use at least one half of the time and practically every entertainment or program in that place is of a cultural nature.

Civic, college and club organizations in Appleton sponsor a program of entertainment during the course of a year which is not rivaled by any city the size of Appleton. It is a well known fact that the cultural element in Appleton attends more concerts and lectures per capita than does the same element in the larger cities where the many activities are supported and attended by a more diversified audience. In the larger cities, some people take in most of the concerts, others attend the theaters, still others support the lecture courses, but in Appleton it is largely the same large group of people who are called upon to take in every program.

KEEP COST DOWN

When people from other cities hear that Appleton has a Community Lecture and Artist series of ten numbers, a People's forum of ten numbers, numberless recitals by the conservatory artist-teachers and their pupils, their first thought is how can the people afford to support so much. That would indeed be a question if much of the entertainment here were not free and a large part of the remainder at a much less cost than it can be had in any other city.

Where in most cities, the lecture and artist series are run by individuals who must be paid at least for their time over and above expenses, Appleton's series is run as a community service and all the officers and committees give their services free. By careful management, a course of lectures and artists including the best in the country, is offered to the people at rates of \$4 and \$6 for a season ticket, making it possible to hear such artists as Harold Bauer, Max Rosen, Leopold Godowsky, Julia Claussen, Mabel Garrison, Arthur Middleton, Arthur Shattuck, Flonzale's quartette, Paul Althouse, May Peterson, Mario Chamlee, Alberto Salvi, Marie Rappold, Irma Friedman, the London String quartet, the New York Philharmonic orchestra, Mario Sundelius, Jacques

Thibaud, Louis Graveure and many others for 40 cents a concert. Such an opportunity is not offered in other cities, large or small.

TEN GREAT LECTURES

Ten of the best public speakers on the lecture platform are brought to Appleton each year in the People's Forum course to discuss the problems of world affairs from all angles. These speakers are given to the people without cost except what they choose to give in the silver offering. The offering pays the running expenses of the series.

Members of the Lawrence Conservatory of Music faculty, sought in all parts of the state as artists for special musical programs, give on the average of ten concerts each year to the people of Appleton. No admission is ever charged for these nor for many student recitals which are given during the school year. Lawrence students have always been noted for the high tone of their undergraduate and graduate recitals.

HIGH SCHOOL CLUBS

Nor are the city and conservatory the only cultural influences. Appleton High school with its splendid glee club, its recently organized orchestra and its splendid dramatic department puts on many programs for the public. There was in 1922, a patriotic pageant on Armistice day worthy of far more mature singers and actors than high school students. In the spring, the comic opera "Pinocchio" was given by the glee club

APPLETON'S POSTOFFICE



and each year, both the senior and junior classes of the school present their class plays.

Many group organizations either present or bring to Appleton entertainments during the winter season. St. Olaf's choir, undoubtedly the greatest choir in the world, came to Appleton under the auspices of several of the churches. The musical programs of the churches at Christmas and Easter are of the highest cultural achievement, while the special musical programs presented at various times by choirs and church organizations are splendid.

DRAMATIC PROGRAMS

The dramatic and public speaking programs given by the college students also offer much to the cultural aspect of Appleton life. Class plays, debates, oratorical contests, public speaking contests for high school students conducted by the college all add to the general intellectual life of the city. An organization of Lawrence college and conservatory students recently presented "Chimes of Normandy" in a most creditable manner.

Programs mentioned specifically are only scratching the surface of what is offered to Appleton. Appleton Women's club has brought several famous speakers here. The public speaking department of the college brought the Wisconsin-Players here with "Miss Lulu Bet" by Zona Gale, while the English department brought

Edna Ferber last year. William Zeats and Rachel Lindsay before that.

MUCH TALENT HERE

The city has attracted so much talent to it that practically any sort of program can be produced here without going out of the city for direction. Two local men produced a Minstrel show for the benefit of Appleton Boy Scouts, while another man and his wife produced the enormous style pageant of this spring. When conventions or sessions of any large organizations are meeting in Appleton all the entertainment programs can be furnished by local talent.

In addition to the regular course of ten numbers, the community organization brought the Minneapolis Symphony orchestra here this season. It is understood that grand opera is to be undertaken next season in Lawrence Memorial chapel.

FREE BAND CONCERTS

During the summer, the 121st Field Artillery band offers a series of concerts in the various city parks. This band also gives several numbers in the chapel during the winter. Many musical organizations in the city, such as the Matinee Musicale and the Wednesday Musicale put on programs and the Music department of Appleton Women's club last year fostered the love of music in the hearts of the school children by conducting a music memory contest. The Lawrence Men's glee club has an annual appearance as do several other groups and orchestras.

Appleton Postoffice Does An Annual Business Of Nearly \$125,000, Growth Has Been Rapid In Last Two Decades

Increase is 50 Per Cent in Every Five Year Period

LIKE all other small towns, Appleton had its first post office in some one's store and all the villagers had to go to the office to get their mail. Postal business in a city where there is much thriving business soon becomes a decided factor and in 1907 the Appleton office was given a first class rating, which means that it had reached the point where its proceeds were more than \$40,000 a year.

The home of the postoffice was moved many times in the course of its history from its establishment along about 1850 until it was finally moved into its present home in 1911.

In 1900, the Appleton post office then located in the building now occupied by the Carroll Music shop did a business of \$23,551.11. During 1922, the office did a \$122,055.67 business, an increase of about 450 per cent in 22 years. Fifteen city carriers now are employed. A postmaster, assistant postmaster, seven rural carriers, ten clerks, superintendent of the mails, a special delivery messenger, two mail messengers, four substitute carriers and three substitute clerks constitute the remainder of the personnel.

Many of the people who remember the office when it was located where the music shop now is will also remember the rats which habited the place. Several men used to sit in the office on holidays and when there were not many people working around and shoot at the rats for target practice.

Stories are told of the antics of these rats which are far beyond believing. It is true, however, that it was almost impossible to keep paper in the waste sacks which were suspended from the ceiling, presumably out of the reach of the rats. They would eat the sacks and all the papers would have to be put back again. Shortly after 1900, the office was moved to the lower floor of the Post building where it remained until the new structure was completed. Parcel post has made a big difference in the volume of business transacted by the post office. Reports of the post offices, however, group all the proceeds from all mail sources and only the total figures are available. During the history of the Appleton post office since 1900, the proceeds each period of five years has increased approximately 50 per cent over the preceding period.

The following sums indicate the growth of the postal business here: \$23,551.11, 1900; \$32,887.21, 1905; \$50,784.55, 1910; \$65,875.23, 1915; \$99,519.52, 1920; \$122,055.67, 1922.

Wisconsin Distributing Co.

Wholesale

Fruits - Produce - Sugar
Flour - Grocers' Specialties

Exclusive Distributors

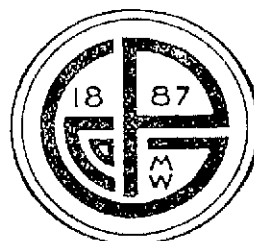
John F. Jelke's

"Good Luck" Margarine
Seal of Minnesota Flour

Appleton, - - - - - Wisconsin
House at Oshkosh, Wis.

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Four Of Our Ten Lines

FOR YOUR STATIONERY

LANCASTER BOND

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FOR YOUR FORMS

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FOR YOUR CIRCULAR LETTERS

WIRELESS BOND and AVALANCHE BOND

They Move



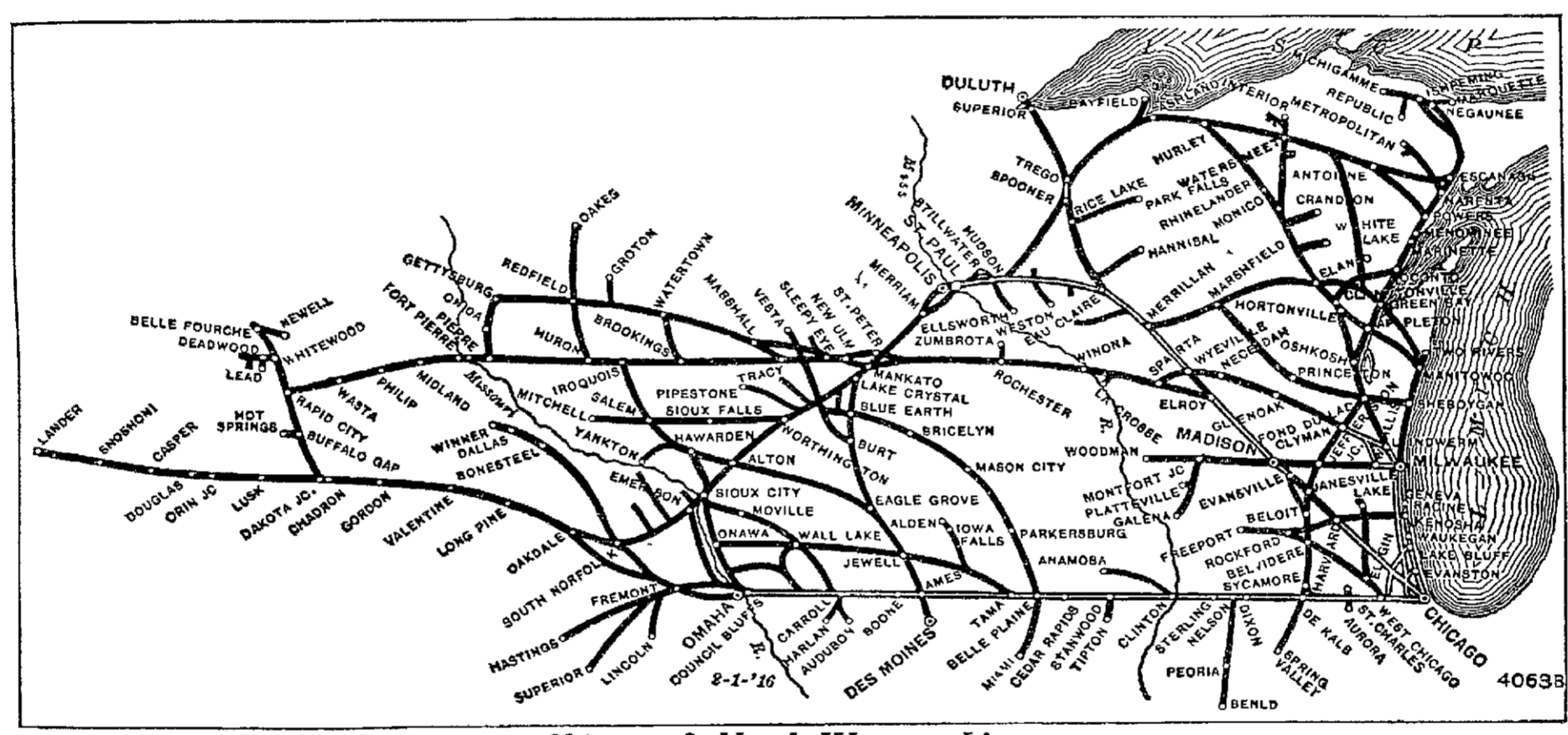
OVER 10,000 MILES of PERFECTLY EQUIPPED RAILWAY

are included in the wonderful system of the **Chicago & North Western Line**

It is the direct route providing unequalled service from Appleton, Wisconsin to important points in
Wisconsin Michigan South Dakota Nebraska Wyoming
Illinois North Dakota Minnesota Iowa
Also to Colorado, Utah, Idaho, California, Pacific Northwest and the National Parks

Freight service offers every facility in modern railway operation toward the expeditious handling of both carload and less than carload shipment.

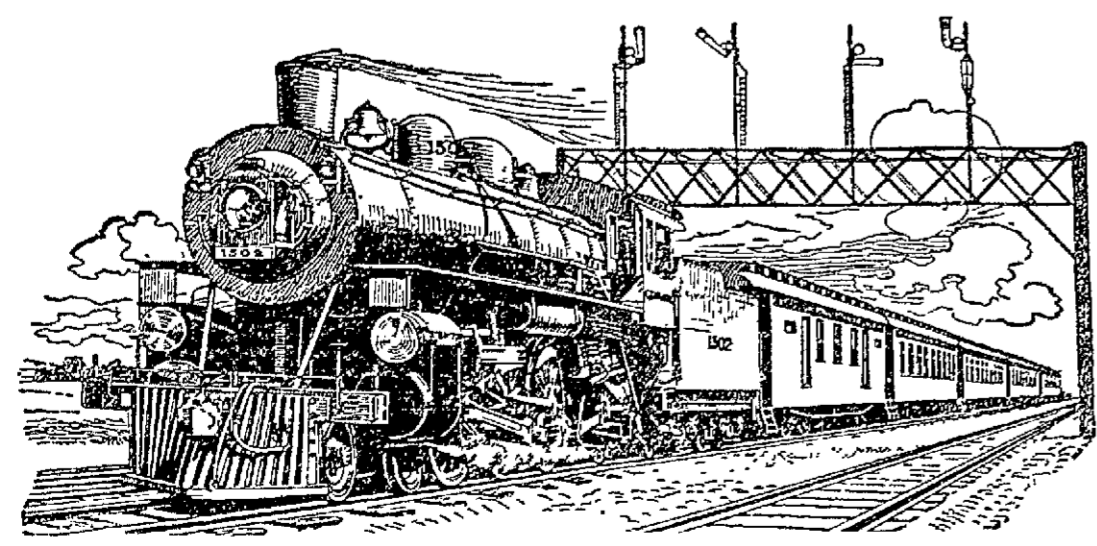
TIME FREIGHT TRAINS and THROUGH MERCHANDISE CARS
scheduled between its various terminal points gives expedited service to stations on its lines and connections.



Chicago & North Western Line

The Direct Through Car Route and Pioneer Line to the West and Northwest

The modern equipment of the Chicago & North Western Line includes the most scientific appliances and safeguards for the expeditious movement of trains and the safety of passengers.



More miles of double track than any other western line
Automatic block safety signals all the way

Famous North Western Trains

- SAN FRANCISCO OVERLAND LIMITED, Chicago-San Francisco
 - LOS ANGELES LIMITED, Chicago-Los Angeles
 - OREGON-WASHINGTON LIMITED, Chicago-Portland
 - CONTINENTAL LIMITED, Chicago-Los Angeles-San Francisco-Portland
 - COLORADO SPECIAL, Chicago-Denver
 - NORTH WESTERN LIMITED, Chicago-St. Paul-Minneapolis
 - DULUTH-SUPERIOR LIMITED, Chicago-Duluth-Superior
 - NORTH AMERICAN, Chicago-St. Paul-Minneapolis-Duluth
 - IRON AND COPPER COUNTRY EXPRESS-Chicago-Iron and Copper Country
- Fast Schedules Perfect Roadbed Unexcelled Dining Car Service

The Best of Everything

Our agents will be pleased to furnish passenger and freight information or to submit an attractive itinerary, furnish illustrated booklets and full particulars regarding fares, schedules, etc.

Chicago & North Western Ry.

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Passenger Traffic Manager | A. R. GOULD
Asst. Passenger Traffic Mgr. | J. L. FERGUSON
General Passenger Agent |
| H. W. BEYERS
Freight Traffic Manager | S. F. MILLER
Asst. Freight Traffic Manager | D. H. HOOPS
General Freight Agent
Chicago, Ill. |
| A. F. CLEVELAND
Asst. Freight Traffic Manager | | |
| Appleton Representatives | | |
| W. B. BASING
Local Freight and Passenger Agent | W. G. DAVIS
Freight Rate Clerk | H. C. CHEYNEY
Division Freight & Passenger Agent
Green Bay, Wis. |
| R. G. ZIEHLKE
Chief Clerk | G. D. PHILLIPS
Day Ticket Clerk | |
| C. A. POTTER
Cashier | | |



Chicago Passenger Terminal

EXPECT RISE IN BUILDING COSTS TO CAUSE SLUMP

Public Opposition Is Felt To Higher Wages And Costly Materials

The last week has witnessed no marked change in the lumber market, says the American Lumberman, Chicago. The cool weather has prevailed over much of the country, building is undergoing seasonal stimulation and will undoubtedly reach enormous volume during the next few months. Retail yards in the larger communities are selling a great deal of lumber, but continue to hesitate about entering the market for future requirements on any large scale. Building material dealers generally are beginning to take a decidedly conservative attitude toward the future, expecting an eventual slump in building as a result of high labor and material costs, which are beginning to be felt to meet public opposition. County yards are showing a lively interest in the market, and indications are that their trade will be fair to good this spring, and better still in the fall, if the farmer harvests good crops and secures reasonable prices for his products this year.

Industrial trade in soft woods holds up well, heavy construction material having an especially strong market. Export trade with South America, the West Indies and Mexico is also of satisfying volume. Business in hardwoods remains a little dull. Furniture and interior trim manufacturers are slow buyers for the present, and automobile interests appear to be less active on the market. However, the great activity of these industries and their steady order files lead to the expectation that they will soon reenter the market strongly. Other large hardwood consuming industries meanwhile sustain the market with their large and often pressing requirements. While hardwood production and shipments are considerable, and manufacturers are making some progress in catching up with old orders, stocks are not being materially added to, and any normal supply of dry hardwoods this year is most unlikely.

Production and bookings of both southern pine and Douglas fir are close together, and shipments exceed them by a good margin. Buyers report much trouble in finding needed lumber in the low and broken stocks of the mills. Prices are firmly held by large and small mills, and the few good transit cars that are being offered command higher prices.

RADIO PATTEN

SUNDAY'S PROGRAM

WJZ—WESTINGHOUSE, NEWARK, NEW JERSEY
 10:30 A. M.—Musical program.
 11:00 A. M.—Morning services from the West End Presbyterian Church, Amsterdam avenue and 105th street, New York City, sermon by Rev. A. Edwin Keigwin, D. D. Sacred music selections by quartet choir and by children's antiphonal choir of 110 voices.
 3:45 P. M.—Concert by Ruth Beard Adair, contralto.
 4:40 P. M.—"Something for Everybody," a program by the Youth's Companion. "Jimmy Lee Sees Alcibiades in Action." How one boy made studying an adventure. "Precision in Language," a humorous definition by a Pullman porter. "Pinhole Vision," interesting experiments in optics. "Lincoln's Armchair," a true story of the Great Emancipator.
 6:30 P. M.—"Readings and Records from the Bubble Books That Sing," by Ralph Mayhew.
 7:00 P. M.—"Coming Events Cast Their Shadows Before—What Present World Shadows Await," a fifteen minute analysis and interpretation by the New York Times Analyst.
 7:15 P. M.—Estey Organ Recital direct from the Estey Auditorium, New York City.
 8:00 P. M.—"Inspirational Talk" by Dr. O. P. Marden, publisher and editor of Success Magazine.
 8:15 P. M.—"Experiences in Siberia With the A. E. F.," by General Wm. S. Graves, who was in command of the United States Army Expedition in Siberia.
 8:45 P. M.—Concert by the Waldorf Astoria Orchestra, Joseph Knecht, conductor.
 9:55 to 10:00 P. M. Arlington time signals; weather forecast.
 10:01 P. M.—Concert by Louise Lo-

4 T. B. PETITIONS ARE FILED TO DATE

Eighty Names Obtained To Date—Hantschel Asks Early Returns

Thus far four petitions for county wide bovine tuberculosis tests by the state have been returned to the county clerk signed. The petitions bear about 80 names. Supervisor William Rohan was the first man to return petitions. There are still a large number outstanding which John E. Hantschel, county clerk, had circulated among county supervisors in response to a resolution of the county board. Mr. Hantschel is anxious to have the petitions signed soon and returned to his office in order that he may forward them to the state legislature at Madison.

SECOND DISTRICT TO DISPLAY WORK

Annual exhibits will be held at the schools of the Second district next week. The Lincoln school exhibit will be on Monday evening, the Columbus school exhibit on Wednesday evening and the Franklin school exhibit on Friday evening.

At the Lincoln school exhibits of drawings, sewing and manual training will be arranged for the inspection by the parents of the pupils. A program will be given at 7:30 and will consist of recitations and other exercises by all the grades, and music by the glee club and the school orchestra.

To Conduct Service
 The gospel team of the Y. M. C. A. goes to Kaukauna next Sunday where it will conduct the evening service at the Methodist church.

MONDAY'S PROGRAM
 WGT (Schenectady, N. Y.)
 General Electric Company
 Eastern Standard Time
 1:00 p. m.—Music and address.
 "Child Study, the Training of the Will," by Mrs. D. H. Devoe.
 5:00 p. m.—"Produce and stock market report and quotations, news bulletins, baseball scores." Musical program.
 Piano solo, "Scherzo, Opus 31" Chopin
 Elvira Spadora
 Contralto solo, "Joy of Spring" Elvira Spadora
 Contralto solo, "Joy of Spring" Elvira Spadora
 Mrs. Edwin Newkirk
 Jeannette S. Whitehead, accompanist
 Some Humor from Topics of the Day (Courtesy of E. R. E. Exchange)
 Tenor solo, "Mary of Arville," Nelson Walter S. Cowan
 (Silent Period, 8:15 to 9:30 E. S. T.)
 Reading, "Humoresque," Part I Van Dyke
 Anne F. Brubaker
 Tenor solo, "Home of Mine" Murdoch Walter S. Cowan
 Piano solos.
 a. "Humoresque" MacDowell
 b. "Le Papillon" Lavalley
 c. "Pirouette" Glazounow
 Elvira Spadora
 Contralto solo, "My Ain Folk" Mrs. Edwin Newkirk
 Reading, "Humoresque," Part II Van Dyke
 Anne F. Brubaker
 Tenor solo, "Bonnie Doon" Lees Walter S. Cowan
 Reading, "Lecture on Woman" Anon Anne F. Brubaker
 Contralto solo, "One Fleeting Hour" Lee
 Mrs. Edwin Newkirk
 Jeannette S. Whitehead, accompanist
 Piano solo, "Kamenoi-Ostrov" Rubinstein
 Elvira Spadora

Church Notes

Zion Lutheran Church
 Corner Oneida and Winnebago-sts
 Theo. Marth, Pastor
 Sunday cantata "Oh sing unto the Lord a new song, for he hath done marvelous things. The Lord hath made known his salvation, his righteousness hath he openly showed in the sight of the heathen." Regular English service at 9 with sermon by the pastor. Regular German service at 10:15, followed by a confessional and communion service. Instruction for the young 11:15.
 First Reformed Church
 Corner Hancock and Lawe-sts
 Edward P. Nuss, Pastor
 Bible school for all at 9 A. M. English church services at 10:15 A. M. Topic:

"Remember the Sabbath Day, To Keep It Holy." Junior and Senior Christian Endeavor at 6:30 P. M.

First Congregational Church
 H. E. Peabody, Pastor
 9:30, Sunday school, 11:00 Morning worship, Anthem, "Hear O Lord," Watson. Sermon to boys and girls by Mr. Cross, "God's Feathered Helpers." Solo, "Ninety First Psalm," Mc-Dermott by Miss Hutchinson. Sermon: "Our certainty to Succeed," Dr. Peabody. 4:00, Instruction class, 6:30, Christian Endeavor.

Emmanuel Evangelical Church
 H. A. Reinhardt, Pastor
 Morning worship at 9:45 A. M. Sermon by the pastor. Bible school at 11:15 A. M. Junior League at 10:00 A. M. Intermediate League at 8:15 P. M. Senior League at 8:45 P. M. No evening preaching service. Sacred concert at Lawrence Memorial chapel. Prayer meeting Thursday at 7:30 P. M. Trustee board meeting, Friday at 8:30 P. M. Catechism, Saturday at 9:00 A. M.

First Church of Christ, Scientist
 687 Franklin-st.
 Extends a cordial invitation to the public to attend the Sunday and Wednesday evening services.
 Sunday morning service at 11:00. Subject: "Probation After Death." Wednesday evening testimonial meeting at 8:00 o'clock. Sunday school at 9:45 A. M. Children up to the age of twenty years are welcome.
 This church also maintains a free reading room and lending library at Number 16 Old Fellows-bldg which is open to the public daily from 2:00 to 5:30 P. M. except Sundays and legal holidays.

First English Lutheran Church
 North and Drew-sts
 P. C. Reuter, Pastor
 Sunday school at 9:30. Bible class at 9:45. Morning worship with sermon at 10:30. Sermon subject: "Inescapable Ingratitude." If religion gave you the entire Lord's day, what is one hour that you should begrudge it to religion? Go to church. Meeting of the church council Tuesday evening at 7:30. Meeting of the Ladies society, Thursday afternoon at 2:15. Sunday school teachers will meet Thursday evening at 7:30. Choir rehearsal, Friday evening at 7:30.

The First Methodist Episcopal Church
 J. A. Holmes, Minister
 Sunday school, 9:30 and 10:00. Morning worship, 11:00. Subject: "The Great Secret." Evening, Sacred concert, Lawrence Men's Glee club, Lawrence Memorial chapel, 7:45. Epworth League: Social hour 5 o'clock, tea 6, and devotional meeting at 6:30. Special topic, Prayer meeting, Thursday, 7:30. Social union will meet at the parsonage on Tuesday afternoon at 3:00. The I. B. club will have a "bring a guest" supper at the church Tuesday evening at 8:30. The program and business meeting will be conducted at the parsonage after the supper.
 The Sunday school board will meet at the church for supper at 6:30 Wednesday evening. Very important meeting.

Baptist Church Service
 Dr. A. LeGrande of the State Baptist convention will occupy the pulpit morning and evening.


Memorial Presbyterian Church
 Ernest W. Wright, Pastor
 9:45, Sunday school, 11:00, Morning service. Rev. H. E. Easley, pastor of the First Presbyterian church, Green Day, will preach. Anthem: "Burst Forth Into Joy." Mrs. Marie Boehm will sing a solo, 6:30. Christian Endeavor meeting. There will be no evening service, owing to the sacred concert of the college glee club. Tuesday, the Young Home Builders club will meet at the home of Mr. and Mrs. Wilbur Grant, Tuesday, 3:00 P. M. The Ladies Aid society will meet at the church. Mrs. S. F. Leuchers and Mrs. H. T. Johnson, hostesses. Wednesday, Boy Scouts hike, after school. Thursday, prayer meeting, 7:30.

First Presbyterian Church
 Kimberly, Wis.
 E. H. Christianson in charge.
 Sunday school, 9:30 A. M. Morning worship, 10:30 A. M. Sermon: "Endurance." Christian Endeavor, 6:30 P. M. Evening worship, 7:30 P. M. Sermon: "Orpah Plus."

St. John's Evangelical Church
 Corner College-ave and Bennett-sts
 A. Janke, Pastor, residence 630 Story-st.
 Service at 10:00 A. M. Sunday school at 11:15 A. M. The Ladies Aid society will meet next Friday with Mrs. George Limpert, 555 Locust-st.

German M. E. Church
 J. L. Menzner, Pastor
 Corner of Hancock and Superior-sts
 Sunday school, 9:30 A. M. German service, 10:30. Union service at college chapel, 7:30. Ladies Aid with Mrs. L. Raatz, Spring-st next Tuesday, 2:30 P. M.

Trinity English Ev. Lutheran Church
 (United Lutheran Church in America)
 Corner Oneida and Harris-sts
 P. L. Schaefer, Minister
 Caplute: Fourth Sunday after Easter, 9:15 A. M. Sunday school, Edward Knether, superintendent. Interesting classes for all. 10:30 A. M. chief service, theme: "The Courage Of Jeremiah." 1:00 P. M. Thursday, Senior Cathetical class.
 You are cordially invited to worship with us.



Jonas Chickering arrives in Boston

His epoch making Grand delights the critics

Young Chickering at work on his first Piano

A Nation-wide CENTENNIAL CELEBRATION

Honoring the Memory and Achievement of JONAS CHICKERING

The Father of the American Pianoforte

One morning in April 1823—a hundred years ago—a pale, young man was seen nailing a sign over a small doorway in Common Street, Boston.

The sign read

J. CHICKERING
Piano Maker

THE pale, young man was Jonas Chickering, and he had just emerged from a period of seven years spent in study of the art which he was subsequently to develop so abundantly, and with which his name was ever afterward to be associated. Today the world celebrates the Hundredth Anniversary of the

IN BOSTON YESTERDAY

IN the city where Jonas Chickering built his first piano, and where his great inventions were perfected, and where stands the vast present-day factory of Chickering & Sons, one thousand distinguished men and women, statesmen, leaders in music, business and society, from all parts of the country, sat at a superb

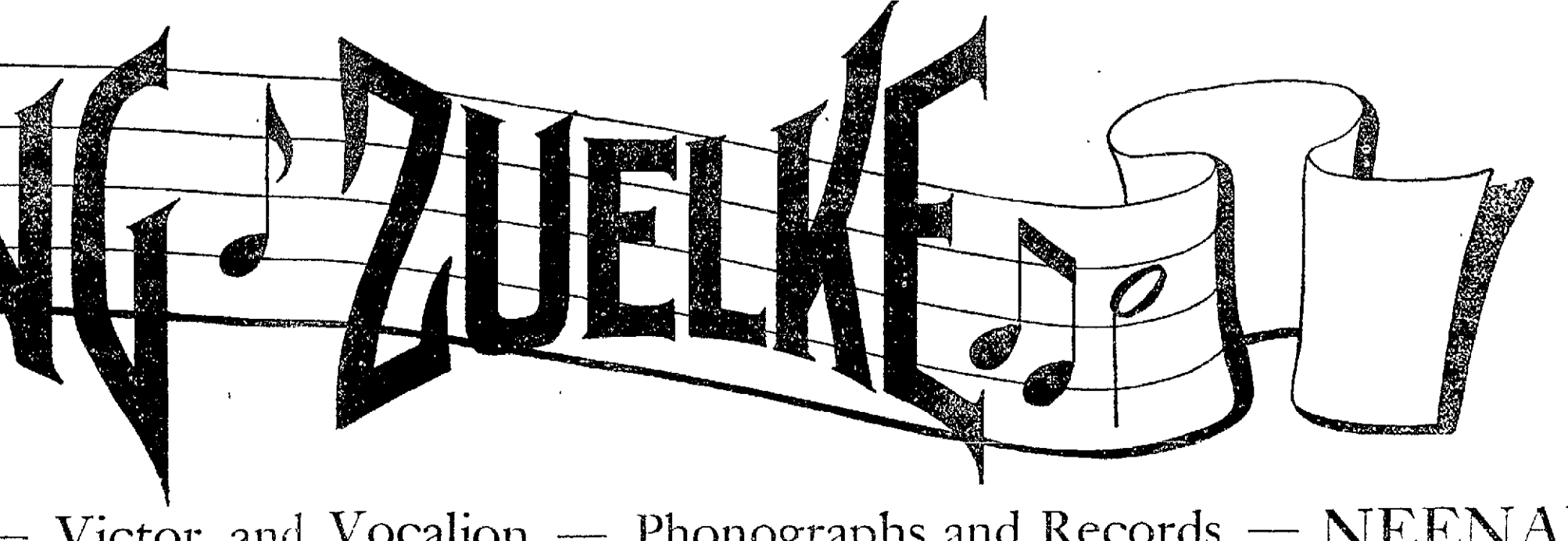
TODAY this name is known through the civilized world, the supreme expression of the highest art in piano making, and its background is musical achievement that parallels the musical history of our country.

It is significant that the greatest musicians, the musical organizations and leaders in every walk of life find

The Chickering has sung its way into the hearts of all who have come in contact with it—it is the best loved of all pianos. On this Hundredth Anniversary, its owner feels a deeper and more urgent pride in its possession and realizes anew the strength of the associations and fragrant memories that cluster about it in countless families who for generations have desired, and have had, only the Chickering.

IRVING ZUELKE

Eventually every well furnished home will have an AMPICO. The AMPICO is unquestionably the greatest musical invention since the piano itself.



LEONARD WANTS WELTER TITLE BEFORE HE RETIRES

MAY QUIT THIS YEAR AFTER HE MEETS WALKER

Family Insisting That Benny Leave Fing For Good—Has Several Fights In Sight

BY MAURICE HENLE
New York—Benny Leonard, king of lightweights, hopes to retire from the boxing game this year.
He hopes to retire, not only as light weight champ, but holder of the welterweight title as well.
That's the dream of one of the greatest fighters in the history of the ring. "My family wants me to quit the boxing ring," he said. "That's why I will do so. My fees are not getting up into the thing. Whatever my mother and father wish—that I will do."

But, added Benny earnestly, he doesn't intend to quit a "questionmark" champion. He wants to eliminate the strongest contender for the light-weight crown—Leo Tiedler.
WILL MEET LEW TENDLER
His scrap with Lew last year left too much of a doubt in the minds of the public he says. That doubt must be cleared away. Therefore the public will see the two clash in the summer, probably at the new Yankee stadium here.
"And I have another ambition," Benny continued. "It is to win the welterweight title. That means I will have another big fight this summer with Mickey Walker. And if I definitely eliminate Tiedler and snatch the title from Walker I am through for good."

Leonard has just started training for his summer campaign. He is now in Chicago where he will take on Pinky Mitchell soon. Then will come other "conditioning" bouts to get ready of the two tough struggles he has cut out for himself.

WILL HAVE MADE HISTORY
Leonard succeeds in holding off Lew Tiedler, the most formidable contender for the lightweight title, and wins from Mickey Walker, holder of the welterweight crown, he will have established a unique record in ring history.

Such a feat would rate Leonard the class of three divisions. Several years ago he came out at the light weight limit and fought Johnny Kilbane, featherweight champ. Kilbane was not compelled to make weight and there wasn't much difference in the poundage of the two boys. Kilbane was knocked out, the only time in his career.
Leonard has fought Britton, former holder of the welter crown, several times and has a pretty good idea of what he will be up against in a bout with Walker. He feels that he will be equal to the occasion.

CONLEY DOESN'T FEAR JACK ZWICK

By Associated Press
Green Bay—Ray Conley, the former Green Bay boy who is scheduled to battle Jack Zwick in the wind up bout of the Green Bay Boxing club's fight card at Turner hall on Monday isn't growing any glum about having to "hit the trail to Wichita."
"I see by the papers," said Conley, "that Zwick feels sure of a slipping over a defeat on me in next Monday night's bout. Well I am glad that he feels so confident but just the same I have a hunch that his followers will be wearing crepe in Kaukauna next Tuesday morning.
"I am feeling in good shape. My injured ribs have healed entirely and when I step into the ring against Zwick, I will be ready for the battle of my ring career. I know Zwick is a tough boy but just the same I can see where he is going to hand me a trouncing."

BOWLING

AID ASSOCIATION FOR LUTHERANS

(Fair Association All Stars)

Team No. 5	Won 3	Lost 4
Kahlert	172	149
Zuchlitz	156	162
Koopke	153	175
Frenck	157	166
Jahnke	171	134
Van Roven	177	176
Totals	834	876

Team Two	Won 0	Lost 3
Schultz	152	173
Stahl	161	175
Koehnke	156	178
Zelacher	153	175
Barts	175	175
Kramer	173	177
Totals	811	829

AID ASSOCIATION FOR LUTHERANS

Lutheran Aid All Stars				
Team No. Seven	Won 2	Lost 2		
L. Wasson	171	169	177	8
E. Waltham	172	175	179	4
H. Wichman	168	182	141	4
L. Simon	162	177	129	4
J. Meyer	167	177	117	4
L. Heude	175	176	176	3
Totals	802	934	809	29
Team No. Three	Won 1	Lost 2		
J. Schultz	151	126	112	4
P. Kuk	173	163	126	4
M. Rehfeldt	176	156	151	4
L. Schneider	172	152	116	4
K. Widwald	145	164	172	4
L. Locks	174	151	129	4
Totals	811	912	817	24

DREAMING



BENNY LEONARD

Benny Leonard's latest ambition is to uncrum Walker, king of the welterweights before he retires. Will he do it? Positively so, is the verdict of his followers. Benny is one of the best fighter men in the history of the fight game. He certainly has got a good chance to win.

McGillan Lays Down Law To Club Owners

Pleading cooperation but warning that any violation of the rules will be dealt with heavily is the final word of President T. E. McGillan, Menasha of the Wisconsin State Baseball league, to the state league managers.
The "protocol" written this week and reaching the club owners and the press is a preening statement of the league's policy. The text of this letter follows:
"We believe that the Wisconsin State baseball league is set and ready to 'Play Ball'.
"We have met during the past months and worked out problems which at times appeared insurmountable but with wisdom and forethought as a basis for our conclusions we have agreed out difficulties so that we can almost feel certain a successful season in 1923 will be the culmination of our efforts.
PLEADS FOR COOPERATION
"If you will allow me, I believe that I can give you the basic principle of our successful negotiations which I define in one of the greatest words in the English language—cooperation.
"Will cooperation, in many, mean business methods, prevail in the future? Personally, I feel certain it will.
"I do not desire to read any lengthy speech for action is to the fore now—the game of baseball but I would not care to proceed did I not desire to this board of directors the stand your president will take during the season of 1923 so that my position will positive in be understood by all of you before the season opens.
WILL ENFORCE RULES
"Now remember, no rules—no regulations were made by your president. These rules and regulations were laid down by you—by you—again I state."

TRIBE OVERCOMES LEAD AND BEATS WHITE SOX, 8 TO 6

Kamm Stars In Fielding And Hitting Despite Verdict Against Mate

Chicago—Chicago's defense went to pieces when Chicago's weakened and Cleveland overcame the local team and the club then won out in the season by beating the White Sox, 8 to 6.
It was the sixth consecutive game the Indians have won from the White Sox. Kamm's hitting and fielding was a feature. He cracked out two hits, a single and a double and drove a pair of Chicago's runs in the fifth and worked perfectly during the double inning, which capped the Indians' first victory in the second inning.
Partners Motley, Mott, Stephen, son, Edwards and Meyer and O'Neil.

BATTLE TO TIE

Washington—Washington and Philadelphia battled to a 10-10 tie here on Friday, darkness ending a heavy hitting, loosely played game after twelve innings. Records walk and steal, followed by Miller's single, gave the Mackmen a run in the twelfth. The lead remained at or two were out in the same inning. Galloway fumbled a grounder and he scored when Welch and McGowan collided in racing for Goslin's drive, which went for a double.
BROWNS LOSE TO TIGERS
Detroit—St. Louis made seven hits, two home runs, two triples and three doubles for a total of 20 bases, but scored only on the circuit drives. Detroit winning Friday's game 5 to 2.
Williams made his second four base drive in two days and his fourth of the season. Holloway's pitching hand was injured in the first inning when he knocked down Foster's grounder and he was forced to retire.
Batteries: Kolp, Proutt and Sevier; Quinn, Fullerton and Plummer.

30 SKELETONS FOUND

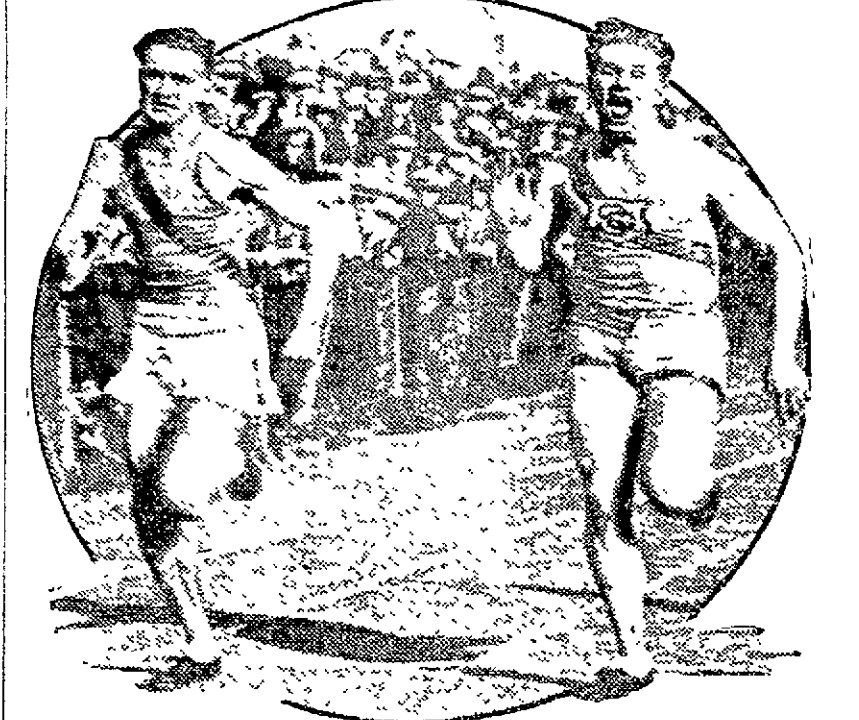
Montclair, France—A steam plow unearthed an ancient dungeon on a farm near here in which skeletons of 30 men, women and children were found. They are thought to have been imprisoned and starved to death in the course of the 16th century wars.

DETROIT BALKS ON TRADE WITH CLEVELAND CLUB

Cobb Halts Transfer Of Outfielder Flagstead To Indians

Detroit—A deal whereby Outfielder Flagstead of the Detroit club was to go to Cleveland seems to have been temporarily halted.
The Cleveland club's outfield is made up almost entirely of left handed batters. The trade which sent Evans to Washington caused Speaker to lose a right handed batter who could be brought into the game against south paw pitching. Speaker realizes he needs such a man.
With two promising young outfielders like Fothergill and Manusch in reserve the Detroit club, it is understood, had practically decided to do so.
The failure of Veech to hit up to his standard, however, seems to have for the time thrown a monkey wrench into the Tigers' baseball machine. Cobb, not caring to add too much strength to the Cleveland club, and also seeking to protect himself against the failure of some of his regulars, may call these things off and decide to carry Flagstead.

WHEN PADDOCK WON



PADDOCK (ON RIGHT) WINNING 220 YARD DASH. Charlie Paddock is at it again. At the recent track meet of the University of Southern California, held at Los Angeles, he stepped the 220 in the fast time of 21 4-5 seconds. Paddock, on the extreme right, is shown out in front by a slight margin.

HOW THEY STAND

SATURDAY'S SCHEDULE
AMERICAN ASSOCIATION
Milwaukee at Minneapolis.
Kansas City at St. Paul.
Louisville at Columbus.
Indianapolis at Toledo.

AMERICAN LEAGUE
St. Louis at Detroit.
Cleveland at Chicago.
New York at Boston.
Philadelphia at Washington.

NATIONAL LEAGUE
Boston at New York.
Brooklyn at Philadelphia.
Cincinnati at St. Louis.
Chicago at Pittsburgh.

FRIDAY'S SCORES
AMERICAN ASSOCIATION
Milwaukee 10, Minneapolis 5.
St. Paul 14, Kansas City 3.
Columbus 5, Indianapolis 2.
Toledo 4, Indianapolis 2.

AMERICAN LEAGUE
Detroit 5, St. Louis 2.
Cleveland 8, Chicago 6.
New York 4, Boston 2.
Philadelphia 10, Washington 10 (called twelfth darkness).

NATIONAL LEAGUE
Boston 10, New York 3.
Brooklyn 5, Philadelphia 2.
Pittsburgh 2, Chicago 1.
St. Louis Cincinnati (no game, wet grounds).

TEAM STANDINGS

AMERICAN ASSOCIATION	W	L	Pct
Louisville	7	2	.778
St. Paul	6	3	.666
Columbus	5	4	.555
Kansas City	3	3	.500
Minneapolis	3	4	.429
Milwaukee	3	6	.333
Indianapolis	3	6	.333
Toledo	2	6	.333

AMERICAN LEAGUE		
Cleveland	8	2
New York	7	3
Detroit	6	4
Philadelphia	4	4
Washington	4	3
St. Louis	3	5
Boston	3	6
Chicago	1	7

NATIONAL LEAGUE		
New York	9	2
Chicago	7	4
Pittsburg	6	5
Cincinnati	5	5
Philadelphia	3	4
Loson	3	6
Brooklyn	3	6
St. Louis	3	7

MANITOWOC-CALUMET LEAGUE IS ORGANIZED

Manitowoc—At a meeting of the Calumet-Manitowoc County baseball league officials held at Kiel a proposed reorganization for the season met with much favor and a schedule will be drawn up and announced within a short time. Plymouth was voted the fifth location in Fredville and other towns in the Calumet will be held. New Holstein, Chicago, Hillman and possibly Elkhorn. A team is being organized at Elkhorn at the present time. Michael Pease, Hillman manager, is looking for a pitcher.
Dr. J. P. Kiel of Kiel was named president of the league with F. A. Schmidt of Elkhorn vice president, and A. W. Pease of New Holstein, secretary. Kiel will have a strong lineup according to reports from that city with Lee Aschenbrenner on the mound as pitcher.
Reedsville agreed to play independent ball this season because the league teams failed to abide by the rules. Kiel said it is to have a strictly amateur organization in the field.

Look Your Old Hat Over If You Need a New Sweat Band or Outside Band SEE RETSON & JIMOS Phone 299 809 Col. Ave. Olympia Bldg.

ARCADE TOURNEY WINNERS RECEIVE \$477 IN PRIZES

Nearly Four Hundred Entries In Bowling Classic—Menasha Men Star

The official list of prize winners of the Arcade tournament, which ended this week, was made public Saturday by Al Jens, who directed the pin classic.
More than fifty "experts" copped prizes, which totaled \$477, the biggest bank of cash given away this season by any of the alleys. Three hundred and thirty one doubles were rolled and thirty-eight singles while five teams took a whack at the cash.
W. Pierce and D. Draheim of Menasha, took first cash in the doubles with a score of 1,285. Dr. Dumke, Appleton walked away with the singles prize with a score of 631. The Appleton tooth puller came close to a perfect score. He started out with eighth strikes, lost a good strike in the ninth, spaced and then struck out for a total of 270, the best single game score of the tourney.
Menasha Allies were winners in the team events with a total of 2,729. Kil Kare, Oshkosh, finished second with 2,697.
Following is a complete list of winners:
D. Draheim, \$42.50, Menasha; W. Reutter, \$4.88, Appleton; Geo. Ward, \$3.50, Appleton; Hub Schultz, \$1.25, Appleton; Al Wassenaar, \$1.00, Appleton; A. Menning, \$1.75, Appleton; Hy. Feizer, \$.75, Appleton; R. Younger, \$.50, Appleton; H. Winberg, \$.50, Appleton; J. Lanzer, \$2.00, Menasha; R. Stabino, \$2.50, Oshkosh; A. Wendland, \$1.50, Oshkosh; Hy. Strutz, \$.50, Appleton; R. Hoffman, \$.50, Appleton; Dr. Dumke, \$.60, Appleton.

UNITED STATES TO ENTER OLYMPIC SOCCER GAMES

By Associated Press
New York—The association soccer games of the 1924 Olympiad at Paris, the first in which the United States will participate, have been scheduled from May 15 to June 9, 1924.
William S. Haddock, of Pittsburgh, chairman of the Olympic games committee of the United States football association, has asked the state members of the organization to arrange local games for the American Olympic Games soccer fund. Each state association will be limited to two entries in the trials for places on the American team to go to Paris.
California, which because of its isolation from the soccer region of the country, had not participated in previous national cup and national amateur competitions, probably will try for representation on the American team.
Carrying a tiny weighing machine, one man makes a living by going around London's smaller restaurants and weighing the customers at a fee of one penny each.

NEW ISSUE \$10,000,000 American Smelting and Refining Co.
First Mortgage 6% Gold Bonds Series "B"
Due April 1, 1947
These bonds are a direct obligation of American Smelting and Refining Company and are directly, or through the pledge securities, a first lien on all the property, plants and equipment of the company and on substantially the entire capital stock of certain subsidiary companies.
The proceeds of the loan will be used to reimburse the company for expenditures made to date in the acquisition of the Rosita Company coal property, the construction of plants and for additions, betterments and improvements.
Price: 99½ and interest, yielding 6.03%
First Trust Company of Appleton
APPLETON, WIS.

"The Old Stand"

Is starting its third year at 734 College Avenue. A little over two years of mighty pleasant business relations with the people of this splendid section have been clicked off and we've enjoyed every single day. This store, catering to the needs of men—has never stood on formality—it's a friendly place where folks can look at things, try them on, ask questions about them and expect good old fashioned courtesy without any frills — and always one hundred cents worth of value for every dollar they spend. We like Appleton and the Valley and enjoy making friends with its people and hope to spend a great many years doing business in a good old friendly, unpretentious way.

Cameron-Schulz
In Appleton at 734 on the Avenue

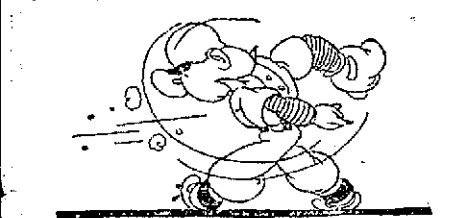
PAPERMAKERS OPEN BASEBALL SEASON SUNDAY

Brautigan Crew To Face "All Star" Aggregation In Exhibition Tilt

Blackburn To Toss Ball For Regulars—Lane Or Chester To Twirl For Recruits' Side—Contest To Start At 2:45

The first ball game of the season—a thrill that a dyed in the wool fan will not miss—will be played Sunday afternoon in the Wisconsin State ball park when the Papermakers, Appleton's entries in the Wisconsin State league, will square off at 2:45 Sunday afternoon with the "All Stars," in an exhibition game which will furnish practice for Brautigan's nine as well as give the Appleton fans an advance view of what kind of ball they are to be served during the official season of the state league.

The battery of the Papermakers will be composed of L. E. Blackburn, the South Haven, Mich., right hander and "Doc" Delmore, the French River, Mich., left hander. The French River pitcher and one of the best men on the receiving end in the Fox River and Lake Shore cities, "Nig" Lane, the



other Appleton pitcher is expected to be in town Saturday and will take part on the "All Star" aggregation unless his services will be more needed with the regulars. Otherwise Chester, a Lawrence college southpaw, will twirl the oval for the All Stars and Wenzel, recruited by Mogul Sylvester from Combined Locks, will catch. Wenzel is practically assured a place on the regular staff.

HERE ARE TENTATIVE LINEUPS

While lineups for each side are only tentatively agreed upon it is likely that the following will start for the Papermakers:

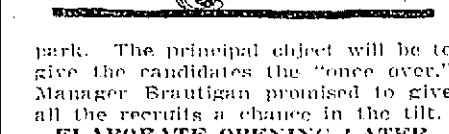
Delmore, catcher; Blackburn, pitcher; Weisgerber, first base; Marty Lamers, second base; Brautigan, shortstop; Evers or Ted Smith, third base; Len Smith, leftfield; Weidel, centerfield; Sylvester, rightfield. The balance which includes, Lane, Chester, Pahlstrom, Nelson, pitchers; Kotal, third baseman; Basing, Henry Schommer, catchers; Ruchlman, shortstop and others will make up the "All Stars."

TO HAVE NEW UNIFORMS

The Papermakers will appear in their new uniforms of gray, trimmed with green. Caps and socks will be black. The word Appleton will be across the shirts in big letters.

Mogul Walter Miller and Harry Sylvester, Appleton club owners announced that they will charge 25 cents admission, just enough to cover the expense of balls. The fee also pays for the grandstand.

Though Manager Brautigan isn't promising exactly a brilliant game, he believes that the contest will be sufficiently interesting to repay the fans for taking the journey to the



park. The principal object will be to give the candidates the "once over." Manager Brautigan promised to give all the recruits a chance in the tilt.

ELABORATE OPENING LATER

A more elaborate opening is planned for the first home game on May 13 when Kaukauna will invade the Appleton lot. There will be flag raising, music and an automobile will be given away.

BACK FONDY CLUB

Fond du Lac—The Kiwanis club, with a 100 per cent attendance, will back the Fond du Lac Red Sox in the booster game to be played Sunday at Ruppert park against the Ripon pastimers.

MARINETTE GIVEN SUPPORT

Marinette—The baseball fans of Marinette and Menominee have been called upon by the Twin City Baseball association to kick in with \$2,000. This fund will be needed to give the Twins a firm financial backing in the Wisconsin State league race.

Business men of the two cities are getting behind the club and the directors are confident that the fans will do their bit to put the Twin cities firmly back on the baseball map. Several teams of campaigners are going the rounds raking in the coin.

It was decided that games must alternate between the cities to assure success of a Twin city organization.

Do you know Baseball?

by Billy Evans

QUESTIONS

1—Pitched ball strikes several feet in front of the home plate. The moment it so strikes the umpire calls, "ball." The ball then strikes the batsman. What about it?

2—Can pitcher stand to the side of the rubber and feint his windup, then throwing to first in an effort to catch a runner napping?

3—Umpire calls balk on pitcher, who then delivers the ball to the batsman, who hits a home run over the fence. What is the proper ruling?

4—Can a pitcher get on the rubber without having the ball in his possession?

5—If pitcher is standing on rubber and runner on third starts for home, what must he do in order to have the right to throw the ball to the catcher in order to make a play on the runner?

ANSWERS

1—Umpire called the play too quick. When the batsman is hit by the wild pitch which struck in front of the plate he is entitled to first.

2—It is a balk if a pitcher is off the rubber and starts to wind up.

3—Calling of balk instantly suspends play. No consideration is given the fact that the batter hits a home run. He continues to bat. All base runners advance one base.

4—It is a balk if he does.

5—All he needs to do is to step right off the rubber. Then he has a right to make a play to the plate as any other base. If he remains on the rubber and delivers the ball to the catcher it is a legal pitch and the batsman can strike at the ball if he so elects.

DREAMS OF SUNNY ISLANDS ENTICE MANY AMERICANS

U. S. Citizens Apply For King's Jobs In South Sea Isles

Honolulu, T. H.—The United States harbors a large number of citizens who would be king, according to letters applying for royal jobs which have found their way to Governor Wallace R. Farrington. They come as a result of an apparently widespread misconception of the South Seas. The applicants got busy after reading a mainland newspaper article headed "Rulers Wanted for Islands in South Seas," and the enormous information that "details might be obtained from the American consul at Honolulu." The deluge of letters that followed found their way, in the absence of an American consul at Honolulu, to the American Territory of Hawaii.

The newspaper article was part of a series entitled "Life as It Really Is in the South Seas," which, according to information here, began with the question: "How would you like to be the ruler of a South Sea Island?" Apparently the number of American citizens who crave to don royal paraphernalia in some far-off palm-lined, tropic island is legion. The applicants included insurance salesmen, farmers, university students, oil men, cowboys, clerks and bankers. The position of king was described as not arduous, hours not long, and with continued series of "tall glasses of amber rum punch" always at the elbow of the monarch. The only disadvantage to the job was given as "the loneliness which grows."

One applicant wrote: "Seeing recently in one of our Texas papers an article in regards to kings' jobs in the South Sea islands, would you kindly furnish me with the information in regards to king's job in said islands? What part of the islands are you wanted, what experience is necessary, if transportation is furnished, what salary is paid, and under whom does the applicant work if awarded a position? Is it a U. S. government position or is it a local concern? Any other information you can furnish will be appreciated."

Another applicant states his qualifications in these words: "My dear Consul: This story appeals to the writer, and if there is anything to it would be pleased to get in touch with the maker of kings. Have had lots of experience handling men and conducting business, and am sure I could learn how to make money. If you know anything about this, put me next and the favor will be appreciated." Governor Farrington will answer all the applicants.

tion. Efforts have been started to acquire the State street ball park in this city for the season. Considerable money will have to be spent on both grounds to put them in condition for actual playing and reception of the crowds. The following directors of the Marinette organization were named: Ray Lawrence, E. A. Goodman, A. P. Murphy, Hemming, Rydahl, W. C. Campbell, Fred Carner, Victor A. Lundgren and L. W. Lefroy.

OLD CHAMP STILL THERE



MRS. MARY SUTTON BUNDY

Los Angeles—Like old wine, some people improve with age. Nineteen years ago May Sutton flashed across the tennis horizon as the women's national singles champion. Not long after that she married Tom Bundy, who at that time was himself a racketeer of no mean ability. She then practically retired from the game. However, a couple of year or so ago, the call of the pastime again played a sweet refrain in her ears. She brushed the dust from off the racket and came out on the courts once more.

Home Players League, New Name For Amateurs

The name of the Wisconsin State Amateur Baseball league was changed to the Home Players league at the meeting held Friday night in Hotel Appleton, when the league schedule was drawn up.

It was decided upon the following opening games, May 6: Kimberly at Appleton. Menasha at Green Bay. Kaukauna at Fond du Lac. DePere at Oshkosh. Only five clubs were represented and a note of warning was issued to the absent envoys. Organizer George Kromer declared that the wheel would go to pieces unless all club directors attended the parleys of the organization.

Club Moguls present were: E. J. Van Vandersen, DePere; Bernard Spaay, Kimberly; Steve Cully, Menasha; Leo Hagen, Kaukauna; F. W. Mayefskie, Appleton.

It was also decided that all teams pay their own expenses and that the visiting team receive 40 per cent of the gate receipts.

Washington—The shipping board invited bids for all its bottoms, in conformity with its policy to turn the \$2,000,000,000 fleet over to private ownership.

New York—Mayor Hylan issued a proclamation urging "the people of the country" to deny themselves a little and "drive sugar prices down where they belong."

REMEMBER THEM?



LEFT TO RIGHT: CHARLEY FARRELL, ARTHUR DEVLIN

Fred Mitchell, who is piloting the Boston Braves, does not lack for capable assistants. Dick Rudolph is Mitchell's first assistant and will be carried throughout the summer in that capacity.

Rudolph in his prime was one of the best pitchers in the National league. He used his head even more than his arm in winning ball games. Two other stars of the olden days have also been lending their help to

BOSTON TRIMS N. Y. GIANTS, 10 TO 3

New York—The New York Nationals suffered their second reverse of the season here on Friday, losing to Boston, 10 to 3. Catcher O'Neil was put off the field for kicking at a called ball by Umpire Hart. Marquard of the Boston club got into and argument and also was banished from the field.

Batteries: McNamara and O'Neil and Gowdy; Blume, Jannard, Lucas, McQuillan and Gaston.

BROOKLYN WIPS PHILS

Philadelphia—Brooklyn made it two straight from Philadelphia on Friday, 5 to 2. Timely hitting by the visitors gave them two runs in the second and Tom Griffith put the ball over the fence in the fourth scoring a teammate ahead of him. The locals were helpless until the fifth, when three singles were combined with an error to produce their only runs.

Batteries: Grimes and DeBerry; Winters and Henline.

RUSSELL WINS FOR PIRATES

Pittsburgh—Held scoreless for eight innings, Pittsburgh staged a rally in the ninth against Chicago on Friday and won, 2 to 1. In the fourth inning the visitors tallied ones on triples by Grantham and Grimes. In the ninth Meranville opened with a single, Carey singled and Bitcher's safe bunt filled the sacks. Russell's drive rolled to the center field wall and two runners scored.

Batteries: Alexander and O'Farrell; Morrison and Schmidt.

Kinks o' the Kinks by "PRO"

Player in trying to get out of a sand trap, drives the ball into the bunker with great force. The ball rebounds from the bunker and nestles in the sweater pocket of the player who did the driving. One of the players humorously contends that the sweater should be removed, placed on the ground as near as possible to the spot where the ball was and the ball be driven from the sweater pocket. What would be the proper procedure in this unusual happening?

The player has a potent right to remove the ball from the sweater pocket and drop it, being realized one stroke.

Two players after driving from the tee lose their ball. A foursome is waiting at the tee to get away. The players who had lost their ball signal the players following them to play through. Just as the first player of the foursome is ready to drive, both players find their ball. What should be done in the matter?

After having signaled the other players to come through, they must wait until the foursome passes them, regardless of the fact that they discovered the lost balls before anyone had driven from the tee.

Chicago—Eight cooperative livestock commission organizations handle \$100,000,000 worth of stock annually in American market. President John G. Brown said in a report to the National Livestock Producer's association.

GOOD CHANCE



JACK MAULIFFE

Detroit—Warner Lodge, the Minnesota behemoth that no one ever heard of until Fipps's thoughtful manager arranged a match that was promptly stepped on by the New York commission, may have done Jack McAuliffe of Detroit a left-handed turn. He is shortly to get his chance in a bout with Fipps in New York.

McAuliffe has been a fighter of parts for several years. Mark Shaughnessy, his manager, has been developing him by slow stages. It was just before the Willard-Dempsey setto in Toledo that Shaughnessy, who has been dealing in fighters for a long time, uncovered McAuliffe. He found the youngster hustling freight in Detroit and was so impressed by his size and strength that he began teaching him the rudiments of boxing.

McAuliffe became an apt pupil. So

\$298 Prize Money For 34 Winners In Elks' City Whirligig Tournament

W. Fries And R. Hoffman Cop First Cash In Doubles With Score Of 1,255—Kunitz Wins First Place In Singles

Two hundred and ninety-eight dollars will be dished out Saturday to expert bowlers of Appleton, winners in the Elks Whirligig tournament, which ended recently, according to an announcement made by H. L. Dawson, chairman of the Elks bowling activities.

There are 28 prize winners in the doubles events, who will get \$272 while the singles will get \$26, to be divided among six "experts." W. Fries and R. Hoffman will get the biggest chunk of cash in the doubles events for their score of 1,255. They will receive \$28. Oscar Kunitz is entitled to \$24 as first prize in the singles. His score was 638. Checks will be made out Saturday

Pins	Prize	Winners
1552	\$28.00	W. Fries—R. Hoffman
1252	24.00	Hy. Strutz—W. Groth.
1225	21.00	O. Kunitz—Dr. O'Keefe
1216	19.00	O. Kunitz—Hy. Strutz.
1213	17.00	W. Fries—R. Spear.
1212	15.00	K. Koletzke—F. Greason
1175	14.00	F. Greason—W. Williams
1172	13.00	W. Williams—Dr. O'Keefe
1172	12.00	F. Rubbert—Dr. O'Keefe
1168	11.00	O. Kunitz—F. Rubbert
1162	10.00	W. Fries—Dr. Dumke.
1161	9.00	G. Rubbert—F. Greason
1161	9.00	C. Currie—K. Koletzke.
1159	7.00	W. Groth—Dr. Dumke
1159	7.00	W. Groth—B. Wellhouse
1159	7.00	Dr. Dumke—F. Rubbert.
1159	7.00	R. Spear—W. Williams
1159	7.00	W. Williams—Dr. O'Keefe
1154	6.00	E. Hitchler—W. Fries.
1149	5.00	W. Groth—R. Spear.
1149	5.00	O. Kunitz—R. Getschow
1148	4.00	J. Balliet—R. Spear.
1148	4.00	Hy. Strutz—W. Williams
1146	3.00	C. Currie—J. F. Johnston
1143	2.00	W. Groth—G. Jimos.
1143	2.00	G. Peterson—Dr. Dumke.
1142	2.00	K. Koletzke—A. Weisgerber.
1142	2.00	C. Currie—R. Spear.
SINGLES		
Pins	Prize	Winner
638	\$25.00	O. Kunitz.
637	\$5.00	W. Fries.
609	5.00	Dr. O'Keefe.
588	3.50	R. Hoffman.
579	2.00	Dr. Dumke.
577	1.00	W. Williams.
Total \$26.00		

Pleasing The Public

Pleasant relationship with the public is established by the rendering of consistent and progressive service.

The PALACE has always maintained a policy to give the public the benefit of everything that goes to make up a Modern Tea Room and Candy Shop.

Our equipment is the best that can be secured.

Our help is always prompt and courteous.

Our Candies are always fresh and made by experienced candy makers out of the purest ingredients.

The Palace

TEA ROOM AND CANDY SHOP

LATEX TIRES

Made in Fond du Lac

AT

Last Year's Prices

Our November Contracts for February and March deliveries allow us to sell at last years' prices for the next five weeks, only, saving you the amount of three winter advances in price.

Gibson Tire Repair Co.

845-847 College Ave.

ALL NIGHT SERVICE INCLUDING SUNDAYS

Kelly Springfield

KEEP SMILING WITH KELLYS

WHISPERING SAGE

BY
HARRY SINCLAIR DRAGO AND
JOSEPH NOEL
COPYRIGHT, 1922 BY NEA SERVICE, INC.

(Continued From Our Last Issue.)
Melody had been silent for an hour, but as they tramped up the stairs, the nearness of a comfortable bed awakened life within him. In a moment he was yawning and yawning, and he bowed one of his saddest bows.

I lost my watch.
I lost my ring.
I lost my wife.
And everything.
Oh, I got bad luck.
Oh, I got bad luck.
The agony of his song brought Acklin to the door. He saw his new man. "That you, Kildare?" he asked. "Here's a minute." The cut of Kildare's fighting jaw, his poise, and his calm, unemotional eyes told Acklin plainer than words that there was a buzz-saw when aroused; a man without excuses, hard-headed, and at his best when unbosomed.

"Kildare," he began, "Cash says he fancies you. I've partly found him mistaken. We're going to have trouble in the valley from now on. I want you to know where I stand. I ask no man to do for me what I wouldn't do myself. It's the rule on which this ranch is run. My father once said to me: 'I hate orders and the giving of them, but sometimes they are necessary. And the man who can't take them without asking why is no fit man to have.' I've never found anything but wisdom in those words."

"I guess I understand you, sir," Blaze stated.
"I'm glad you do," Acklin replied. "You get some sleep now. I'll call you about five. I want you to go into Paradise tonight, just to hear the news. You're a stranger; you'll be safe. I'll have a message for Rodine, too. No trouble finding the place."

CHAPTER VII
TUSCARORA PROPHECIES
Blaze reigned up in front of Chase's store. The postoffice was located there.

Reneville's place was down the street several doors. A small crowd stood before it. Half an hour ago the Basques, excitable like all Southern races, had been noisy enough. They were clam now and silent only because they had talked themselves out.

The loss of the water had been discovered before noon. Several of them, Esteban included, had ridden up the creek to find the cause. They had not gone far before they ran into the Double A wire. Brother Jones had been waiting on the other side of it. He was hardly hospitable.

Jose Arrascada, leader of the Basque gentes in Paradise Valley, is owner of the Rancho Buena Vista and father of Mercedes. Esteban and little blind Basilio. Blaze Kildare, new arrival in the valley hires out to Dick Achen, big boss of the Double A ranch. Acklin plots with Buck Bodine, new owner of the mal Whisper place, to rob the Basques of their water supply. Cash Morrow is foreman of the Double A ranch.

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Blaze found the saloon filled. At a table six men played cards. They were the only ones present who seemed untouched by the general air of disaster.

Blaze bought a drink.
The card-table faded. Blaze caught the reflection of the players in the fly-specked mirror over the back-bar.

"You boys are too dod nasted lucky for me," the smallest of them cried. "I been going for the case-card every time."

In the mirror, Blaze could see that he had caught the little man's attention. It was half dark in the saloon, but he sensed the alertness in the other's eyes. Blaze reached for his glass to finish his drink.

"Well if it ain't old Timberline," the little man exclaimed.
Blaze set his drink down and turned to scrutinize his neighbor. Recognition came quickly.

"Joe Kent!" he cried. "What are you doing way over here, Tuscarora?"

"Who, I been over here a ways some time. What you doin' here?"

"Side me out of town a ways and I'll tell you guess. But lay off that Timberline. It belongs in my world. I'm headed for Webster Creek. That out of your way?"

Reneville waved him goodbye. He and Blaze left. Tuscarora was a fixture in the valley.

"What's on son?" he asked, when they had crossed the little bridge north of town. "You acted back there as if I had handed you a salt."

"You sure gave me a surprise," Blaze admitted. "You heard about the Kid, I suppose?"

"Yeh! You had. That ain't bring in' you over here, is it?"

"It's taken me a lot of places. I hired out to the Double A yesterday."

"Now look here, Blaze," Joe exclaimed as he pulled up his horse. "You don't belong in this fuss. And

It's gonna be a fuss. There'll be talkin' before it's through. Acklin's over his head. As long as it don't mean anythin' to you, why not get out of it?"

"I'm playing a hunch; that's all! I've got to see it through. Anyway, Joe, I never was much of a hand at running away."

They rode on for a mile or more before Blaze spoke.

"Why don't you take the things to court? This is still the United States, isn't it? You've got the law."

"Law!" Joe sneered. "The country is sneered with it. It's all made for the other fellow. But don't you fret. We'll get started. I'll have every man-jack in the valley down to the Rancho Buena Vista tomorrow night. I'll see to it, too, that we don't make any small-town affair of this row."

I been country commissioner twice. I know how Acklin's got things tied up around here. He's strong enough down in Carson, too. But I'll take a lot of beating before I'm dead. Else-

tion's coming on soon. Tom Brandt's out for distant attorney down in Winnemucca. Acklin and the Amadinda Cattle Co. may beat him. Still, he's got a following. Folks have had about enough of your San Francisco millionaires."

CHAPTER VIII
A NARROW ESCAPE
It was late twilight when Blaze walked his horse into Rodine's yard. Webster Creek cut across it between house and barn. Ahead of him the house barked dark and silent. He sent My Man preening through the canyon and was about to cry out in fear if he could arouse any one when a short, hand-legged shadow detached itself from the blackness of the house and dashed madly for the barn.

A voice boomed from the steps of the house asking what he wanted. Blaze recognized it for Rodine's.

"I've got a letter for you," Blaze answered. "This is Kildare."

Blaze sat on the porch while Rodine went inside to read Acklin's letter. He fancied he saw some one staring at him from the blackness of the barn door.

"You tell Acklin my boys are in the Puitos now," Rodine stated when he came out. "I'll be over to the Bull's Head tomorrow."

Blaze made no effort to leave. "I guess you won't have any trouble finding your way back home," Rodine insinuated to spend his guest.

"Not on an empty stomach," Blaze said with a smug face. "It's pretty near time to eat, isn't it?"

Their eyes met, and Rodine laughed.

They went inside.

Blaze drew out a chair that would leave him facing the window.

"Sit on the other side," Rodine cut in. "I'll be handy to the stove here, so I can hot up the coffee. I've got some biscuits in the oven."

Blaze had been careful to note that the window had been closed when he sat down. Yet as he finished the last of the biscuits he felt the first touch of the cold night wind on the back of his neck. He knew the window was being slowly opened.

The shining biscuit tin, acting as a mirror, reflected the troubled face of Rodine. Inspiration came to Blaze. Reaching out, he took the pan and swung it on end as if to shake the crumbs from it. Then quickly held it before him and caught on the polished surface the picture of a hat and the lower part of the face. With the barrel of a heavy gun the owner of the hat was pushing the window open.

Bodine was quick to grasp the action. With an oath he kicked his chair behind him and made for the window.

"That damned wind comes out of the canyon every night about this time. Cools your noddles off before you've got time to get them down."

He closed the window with a bang and snatched a glance at the clock. When Blaze turned he found Blaze on his feet.

"Going already?" he asked, torn between anger and fear. A break with the Double A now would be a calamity.

"Adios then," Rodine waved his hand as Kildare got into the saddle. He failed to note the tilt of Kildare's jaw.

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(Continued In Our Next Issue)

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CHAPTER VIII
A NARROW ESCAPE
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A voice boomed from the steps of the house asking what he wanted. Blaze recognized it for Rodine's.

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Blaze sat on the porch while Rodine went inside to read Acklin's letter. He fancied he saw some one staring at him from the blackness of the barn door.

"You tell Acklin my boys are in the Puitos now," Rodine stated when he came out. "I'll be over to the Bull's Head tomorrow."

Blaze made no effort to leave. "I guess you won't have any trouble finding your way back home," Rodine insinuated to spend his guest.

"Not on an empty stomach," Blaze said with a smug face. "It's pretty near time to eat, isn't it?"

Their eyes met, and Rodine laughed.

They went inside.

Blaze drew out a chair that would leave him facing the window.

"Sit on the other side," Rodine cut in. "I'll be handy to the stove here, so I can hot up the coffee. I've got some biscuits in the oven."

Blaze had been careful to note that the window had been closed when he sat down. Yet as he finished the last of the biscuits he felt the first touch of the cold night wind on the back of his neck. He knew the window was being slowly opened.

The shining biscuit tin, acting as a mirror, reflected the troubled face of Rodine. Inspiration came to Blaze. Reaching out, he took the pan and swung it on end as if to shake the crumbs from it. Then quickly held it before him and caught on the polished surface the picture of a hat and the lower part of the face. With the barrel of a heavy gun the owner of the hat was pushing the window open.

Bodine was quick to grasp the action. With an oath he kicked his chair behind him and made for the window.

"That damned wind comes out of the canyon every night about this time. Cools your noddles off before you've got time to get them down."

He closed the window with a bang and snatched a glance at the clock. When Blaze turned he found Blaze on his feet.

"Going already?" he asked, torn between anger and fear. A break with the Double A now would be a calamity.

"Adios then," Rodine waved his hand as Kildare got into the saddle. He failed to note the tilt of Kildare's jaw.

Blaze forced My Man close to the porch.

(Continued In Our Next Issue)

HOPEFUL SMUGGLERS
Wichaden-Americans are buying for Germany wines and having them put up into all sorts of strange packages with deceptive labels in an effort to smuggle them through to New York.

One American has had separate boxes of wine ordered into this market as medicinal purposes which he expects will pass the customs without being opened.

Blaze Kildare, new arrival in the valley hires out to Dick Achen, big boss of the Double A ranch. Acklin plots with Buck Bodine, new owner of the mal Whisper place, to rob the Basques of their water supply. Cash Morrow is foreman of the Double A ranch.

NOW GO ON WITH STORY
Blaze found the saloon filled. At a table six men played cards. They were the only ones present who seemed untouched by the general air of disaster.

Blaze bought a drink.
The card-table faded. Blaze caught the reflection of the players in the fly-specked mirror over the back-bar.

"You boys are too dod nasted lucky for me," the smallest of them cried. "I been going for the case-card every time."

In the mirror, Blaze could see that he had caught the little man's attention. It was half dark in the saloon, but he sensed the alertness in the other's eyes. Blaze reached for his glass to finish his drink.

"Well if it ain't old Timberline," the little man exclaimed.
Blaze set his drink down and turned to scrutinize his neighbor. Recognition came quickly.

"Joe Kent!" he cried. "What are you doing way over here, Tuscarora?"

"Who, I been over here a ways some time. What you doin' here?"

"Side me out of town a ways and I'll tell you guess. But lay off that Timberline. It belongs in my world. I'm headed for Webster Creek. That out of your way?"

Reneville waved him goodbye. He and Blaze left. Tuscarora was a fixture in the valley.

"What's on son?" he asked, when they had crossed the little bridge north of town. "You acted back there as if I had handed you a salt."

"You sure gave me a surprise," Blaze admitted. "You heard about the Kid, I suppose?"

"Yeh! You had. That ain't bring in' you over here, is it?"

"It's taken me a lot of places. I hired out to the Double A yesterday."

"Now look here, Blaze," Joe exclaimed as he pulled up his horse. "You don't belong in this fuss. And

It's gonna be a fuss. There'll be talkin' before it's through. Acklin's over his head. As long as it don't mean anythin' to you, why not get out of it?"

"I'm playing a hunch; that's all! I've got to see it through. Anyway, Joe, I never was much of a hand at running away."

They rode on for a mile or more before Blaze spoke.

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FICTION

A PAGE OF INTEREST TO WOMEN

RECIPES

College Girl
Successful As
Cattle Breeder

BY MARIAN HALE

Laurel, Md.—Five years ago Miss Eleanor Fitzgibbons was pursuing her hobby of collecting antique furniture.

Today this young college woman is raising some of the most blue-blooded, high-priced Jersey cattle in this country!

The story of Miss Fitzgibbons' remarkable success, in a line of which she knew nothing only a few years ago, displays the advantage of college training and—well, spunk, pure spunk.

It was spunk that led Miss Fitzgibbons into this business. For Jerseys, Guernseys, Shorthorns—all were alien to her. A cow was a cow, whatever its pedigree, she thought. Now she knows and she's profiting on that knowledge.

COLLEGE DID IT

"I just went at things as a college woman would," said Miss Fitzgibbons when I asked her how she accounted for her unusual success.

"Going into the cattle business was an accident," she explained. "But I do believe it is the most fascinating work in the world."

"I had to find a large home to hold the antique furniture which has always been my fad. I found just such a place as I wanted down here. I took the farm because it went with the house."

"Then it occurred to me the land might be put to some good use, so I did as any college woman would. I asked the University of Maryland to send out experts to look it over and see what I had better raise on it. I knew nothing about it myself."

"They told me lime and livestock would be needed to make the soil fit to raise anything. So I wrote to the various cattle associations and asked them to send me their arguments for the various kinds of cattle."

STARTS WITH PRIZE

"A year after that I had stocked my farm with Jerseys and had bought a fourth interest in Sybil's Gambooge, a blooded animal that brought the record price of \$65,000 in 1919."

Today Miss Fitzgibbons has 125 prize cattle on her farm. She expects to make semi-annual trips to the island of Jersey to pick out animals to sell here. She probably knows more about the Jersey cow than any other woman in this country—and I doubt if many men are as well informed as she is.

"I started out knowing nothing," she said, "so, of course, I had nothing to 'unlearn.' I had all the books the government issues on cattle, as well as all bulletins from agricultural colleges. I've used every bit of information I ever got at college, and it has helped me to know where to find more."

WORK AND WORRY

"The work is hard. Many a night I've slept in my barn, because some calf was sick, and I was afraid to trust anyone else to care for it."

"I've stuck at the business until every man who gave me six months in which to fail has become convinced I'm in earnest. I've put a fortune into the cattle—and I expect to get a bigger one out of them."

"And I believe cattle raising is an ideal business for women."

Miss Fitzgibbons is an excellent argument in favor of the college woman's way.

Adventures Of
The Twins

GREEN WIZARD ASKS AID

The Green Wizard lived in the tree tops.

He was a very magical wizard—the most magical kind, for he could make almost anything. In fact it was he who had made the Green Shoes that Nancy and Nick always wore and which had taken them on such wonderful adventures. He had made them for the Fairy Queen who had given them to the Twins. He had made the Fairy Queen's wand also, and the magic automobile of which she was so fond.

He had made lots of other things besides. The magical shovels of the Brownies, and the magical umbrella the weatherman rode, and Mother Goose's broom, and some say—though I'm not sure—that he made Santa Claus' sleigh.

He got such a reputation at last for making magical things that he had more orders than he could fill, and finally, needing help, he sent to the Fairy Queen for advice.

"Why not get Nancy and Nick?" said she at once. "They're fine helpers."

The Green Wizard thumped his fist in his palm. "The very ticket!" he cried delightedly. "I'll go to see them this minute. For they are smart and brave and aren't a bit afraid of my enemies."

"Your enemies!" exclaimed the good queen in surprise. "I didn't know you had any!"

"Lots!" sighed the Green Wizard, shaking his head. "Twelve Toes and Ena Meena and Tricky, Tricky and Hallo Hallo and the Sour Old Witch Who Lives Under the Water-Fall. Everything I make in my work-room they know about, then they try to get it. Hum ho! A wizard has a hard life."

(Copyright, 1922, NEA Service.)

(To Be Continued)

TO REMOVE SOOT

When your cooking pans and coffee pot have become black and sooty on the bottom, set them in a shallow vessel with a little water in which a teaspoon of soda has been dissolved. Heat the water to the boiling point and they can easily be made clean and new looking.

QUEEN OF CANDY MAKERS REVEALS
HER RECIPES FOR SUCCESS

Today's best news!

Mrs. Ora Snyder has agreed to supply a score of recipes for "Mrs. Snyder's Home-Made Candies" to readers of the Post-Crescent.

All America knows about Mrs. Snyder—the woman who planted a nickel in a candy garden and made a million dollars grow from it, all within 13 years.

Mrs. Snyder makes and sells candy. "I can't make all the candy in the world, so I just make the best of it," is her copyrighted slogan.

The recipes that she is writing for The Post-Crescent readers are among those that have made her fortune. But she is selecting simple ones, so that the amateur candy cook will be as sure as possible of success. Each of these recipes, before publication, is being tried out by a Chicago bride who's just learning to cook. Unless she succeeds with it, Mrs. Snyder will not publish it.

"America's Candy Queen" is the title that has been given Mrs. Snyder.

The story of her success proves that it often is darkest just before the dawn. Her husband was desperately sick with typhoid fever. They were down to their last nickel.

Mrs. Snyder invested this in sugar and made some candy which she sold to school children.

This bit of enterprise was the seed from which her system of stores in Chicago has grown—a system so highly regarded that only recently she was offered \$1,000,000 for her trade name alone.

She declined the offer. "I love the business," she says. "The pleasure I derive from it means so much more to me than money."

Mrs. Snyder's personality is as sweet as her candy. "Smile" is her watchword. "Cleanliness" is her business creed. So highly does she prize cleanliness that as an example, she hires a manicurist to do nothing but look after the fingernails of her candymakers.

Though Mrs. Snyder is still in her forties, she is a grandmother, her grandchildren numbering two. But she preserves every attribute of youth, with experience added.

She employs 400 persons, and "Good cheer" is the slogan of her establishments.

Here is the first candy recipe.



MRS. ORA SNYDER, "AMERICA'S CANDY QUEEN," WHO HAS MADE A MILLION DOLLARS OUT OF HOME-MADE CANDY IN 13 YEARS.

Others will be printed on the woman's page of the Post-Crescent.

CARAMEL CREAMS

1 ounce bitter chocolate, cut in small pieces

2 tablespoons vanilla

Pinch of salt

1 pint sweet cream

1 cup white corn syrup

1 cup granulated sugar

Mix sugar, corn syrup, chocolate,

½ pint cream, salt and butter and

boil for 10 minutes, stirring almost constantly as chocolate burns quick-

ly. Add remainder of the cream gradually until it forms a rather firm ball or just a little firmer than the soft ball stage. Add vanilla and ½ cup nut meats before removing from fire. Pour into small buttered tin so that layer will be ¼ of an inch thick. It is best to not cut this candy until the next day or at least 12 hours after cooking. Cut into inch squares and wrap in wax paper or place on buttered plates. (Copyright, 1923, NEA Service, Inc.)



LETTER FROM JOHN ALDEN PRESCOTT, FIANCE OF LESLIE HAMILTON TO SYDNEY CARTON, HIS BACHELOR FRIEND

DEAD STD:

Although I did not get those 4—letters I am very glad I came over and had this little talk with Paula. I have a very different feeling about her now than I did after getting her letter the other day. You see I jumped to the conclusion that she had it in for me. I know now that you are right. She is a pretty decent girl after all. Of course she let me understand that she cared for me and would always care, but she did it very delicately and, to tell you the

truth Syd, I felt rather like the cad you intimated I was in your letter.

The moment I arrived, I called up Paula.

She recognized my voice at once and she gave a little exclamation of delight. "Oh, it is mon cher Jacques. That you were basking in the caresses of your sweetheart I have been thinking, and a queer little sinking feeling it gave me."

"Why are you here? Is your wonderful love dream over?"

"No, Paula," I answered, "but when Syd wrote me of dining and motoring with you, the sudden impulse came over me of seeing you just once more. I guess I became a bit homesick for the sight of you."

"Jacques," she spoke most sol-

emnly, "do you really mean to tell me that you came back purposely to see me?"

"That is exactly what I did," I confessed.

"You dear!"

"Well, will you dine with me this evening? I can only stay 24 hours, you know."

"Happier than I ever conceived I could be again will I be to sit opposite you at a softly lighted table," she answered in the queer little French idiom that she grafts on her English words.

To pass the time I took the roadster and started out for a long ride. Strange, isn't it, Syd, the perversity of the mind of man. When I got into the roadster my thoughts were all of Paula, but I had hardly thrown the engine in gear when Leslie took possession of my brain—she always has possession of my heart—I was not conscious of anyone in all the world but my own sweetheart. You have seen her, Syd. Do you blame me?

I certainly do not blame you or any other man for thinking that a wonderful girl like Leslie has brought her wares to a poor man-

ket when she brought her love to me. I could rave over Leslie for pages, but I must tell you about my dinner with Paula.

Poor little girl! I do not think Syd, that we men really understand just what we do when we go a long time with a girl—give her a lot of attention simply because we are enjoying her company—then, finding another girl that fascinates us for the moment, we simply hide ourselves to pasture new. Paula told me that when I first stopped to see her she almost went mad with loneliness. She said, "Do you not know, mon cher, that a girl cannot so quickly her heart adjust?"

Then in a voice that was full of suppressed tears she continued: "Jacques, to be happy I want you. More than all the world else I want you to be happy and if after you are married you find out that you have made a mistake, desolate will be your Paula."

After that I could not say to her I did not trust her, could I? Especially after she said, "When my heart is so lonely that I think it will break I shall take out your letters and read them over and over. They are of course sorrow's crown of sorrows in that they make me remember happier things, but never theless I get a kind of sad pleasure out of it."

That settled the letter business.

After this most of our conversation began, "Do you remember—?"

Syd, I did have some great times with that girl. I like her a lot. She is very different from Leslie. You cannot compare the two girls, but I have been a very lucky man to have had two women like Leslie and Paula love me.

JACK.

WIRE FROM SYDNEY CARTON TO JOHN PRESCOTT

Come back, you idiot, before you make your marriage impossible.

STD.

CHENILLE EMBROIDERY

Colored chenille embroideries are very effective on summer crepes of both cotton and silk.

STAIN REMEDIES

When mahogany gets a water spot on, rub gently with an ordinary cork. The spot disappears and the wood shines again.

If your fingers are stained from preparing vegetables, dip them in very strong tea for a few minutes and then wash them in soap and clean water. The stains will disappear.

For drains of refrigerators, kitchen sinks, and in fact any except a toilet pipe, a very inexpensive and sure method of cleaning is to fill the opening with baking-soda and then pour in vinegar. It will occasionally take the second application. This method leaves your refrigerator sweet and clean and free from danger of impurities.

To remove grease spots from the painted wall above the gas-stove, wipe with a cloth saturated in kerosene, then wipe with a dry cloth.

A clean sink can be obtained and all stains removed by sprinkling cleaning powder over the stains without wetting the sink. Moisten a cloth with the juice of a lemon and scour the spots well. The sink will look like new.

To clean iron rust from water-pails and dippers, squeeze lemon-juice in them and let stand for a few hours. If rust is not entirely gone, rub the lemon-juice thoroughly over them.

Any fruit-stain on linen that can not be removed by hot water will disappear like magic by simply saturating the stain with glycerine. Let stand an hour or so, rub between the hand, and wash in the usual way.—From The Designer Magazine for May.

GREEN AND YELLOW

Green and yellow are popular shades for summer and both are popular for daytime as well as evening wear.

SURFUCE EFFECT

The surfuce effect is featured in coat dresses and those of rep and twill. It is an excellent line for the woman who could eliminate a few pounds to advantage.

DANCING
EVERY WEDNESDAY

9 to 1 O'clock

Fine surroundings and atmosphere with plenty of room for dancing.

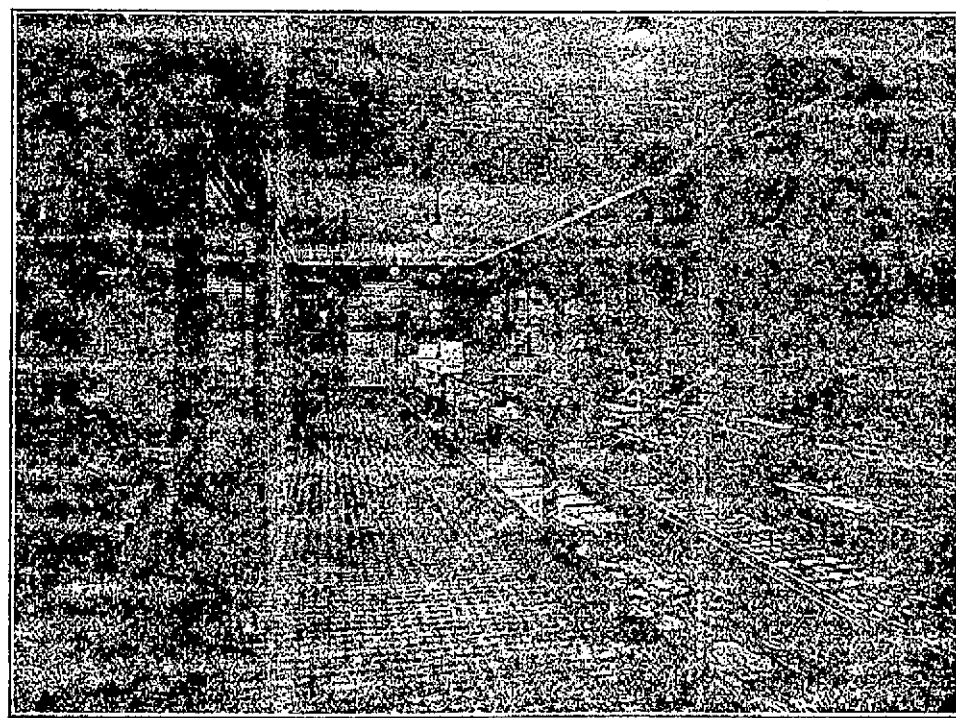
MUSIC BY

Gib Horst's Orchestra

Take your family to our Special Sunday Dinners.

HOTEL APPLETON

APPLETON'S
Most Exclusive Ready-To-Wear Shop
BURTON-DAWSON CO.
775 College Ave. "STYLE SHOP" Phone 875



Interior View of "Appleton's Store With the Selection"

THERE'S A REASON---

A Beautiful Store — A Selected Stock.
Exclusive Things—Courteous Treatment

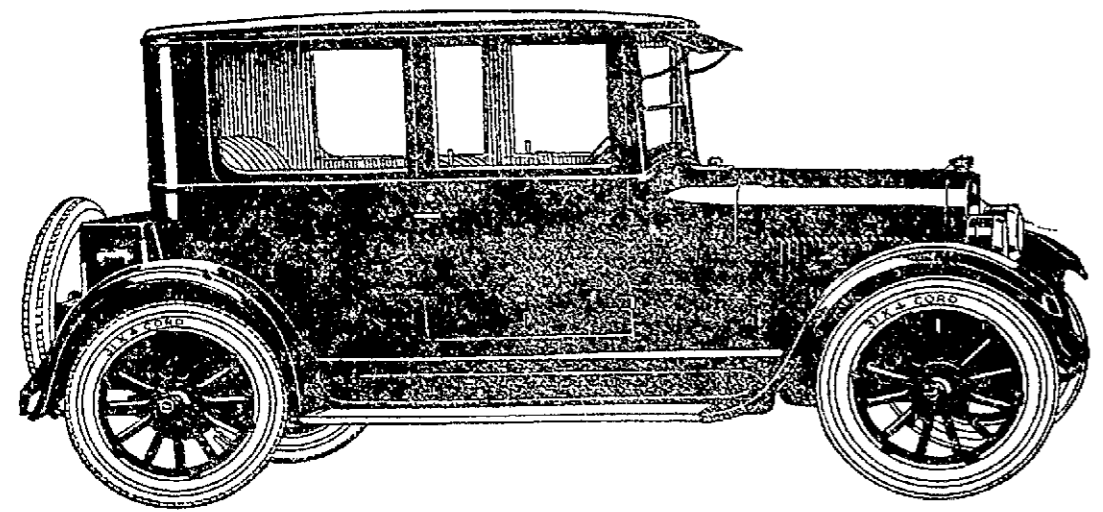
A Store Where QUALITY is always HIGHER than the PRICE

Frank C. Hyde & Company

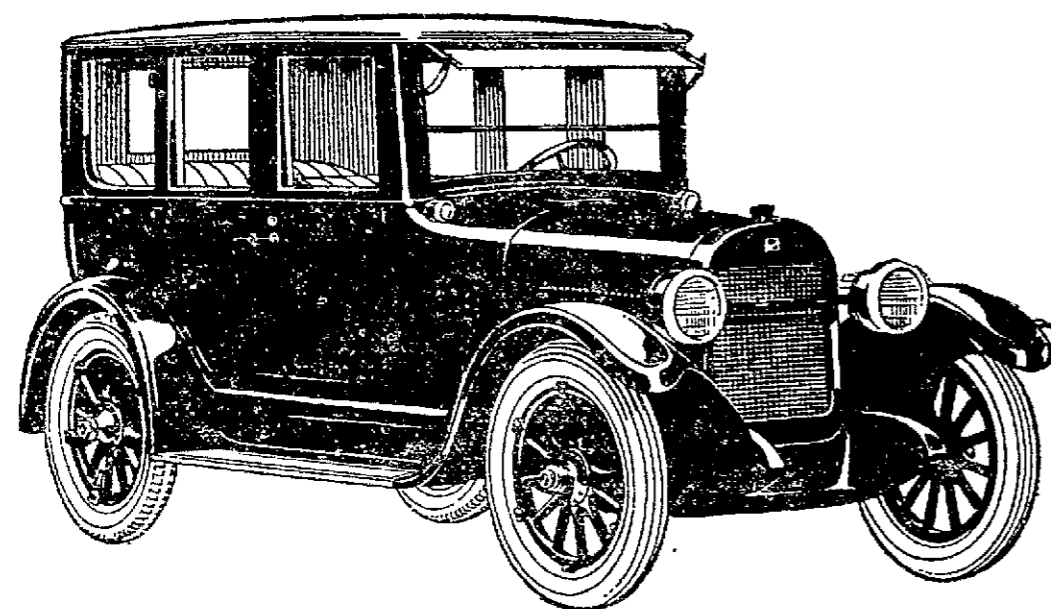
The HALLMARK Jewelers

When Better Auto Buick Will

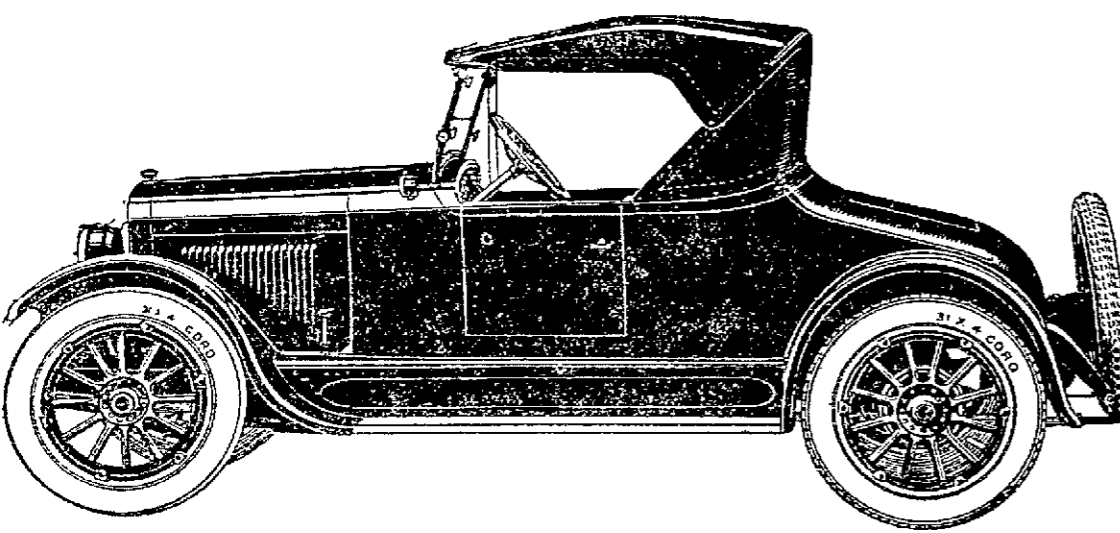
Prices Listed F. O. B. Factory



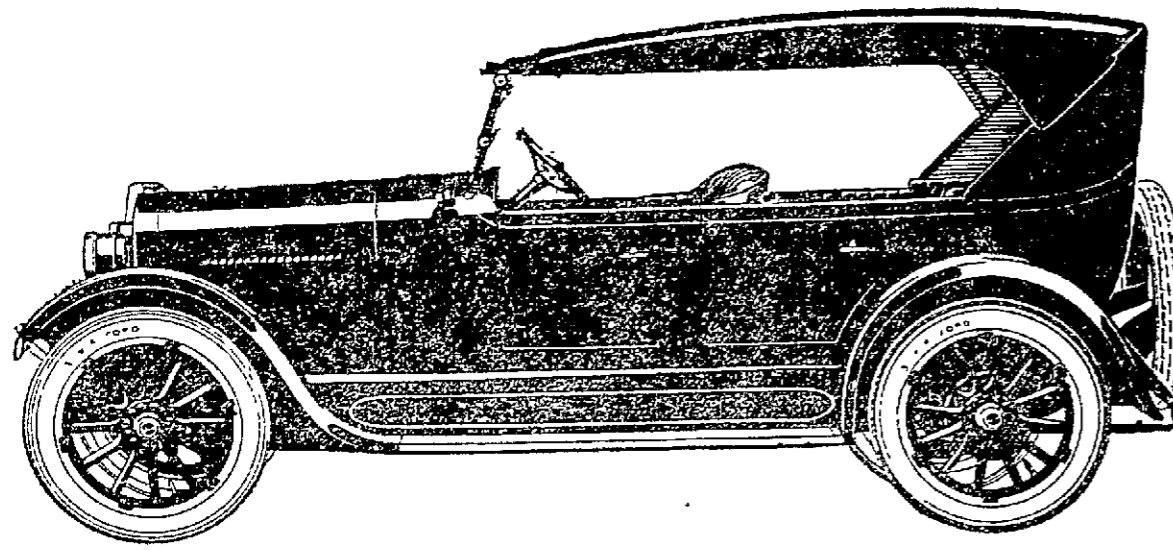
Buick—4 Cylinder, 5 Passenger, \$1325
Touring Sedan



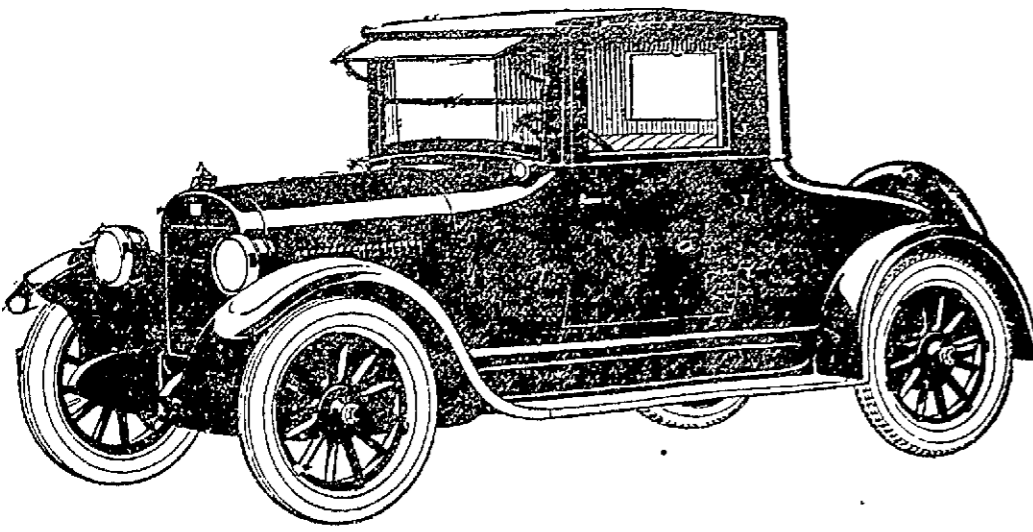
Buick—4 Cylinder, 5 Passenger, \$1395
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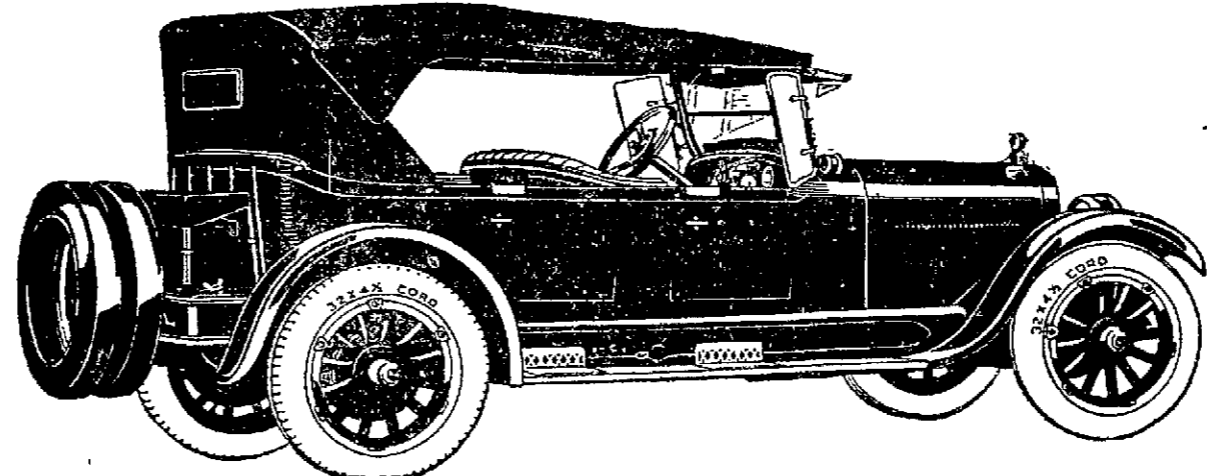
Buick—4 Cylinder, 2 Passenger, \$865
Roadster



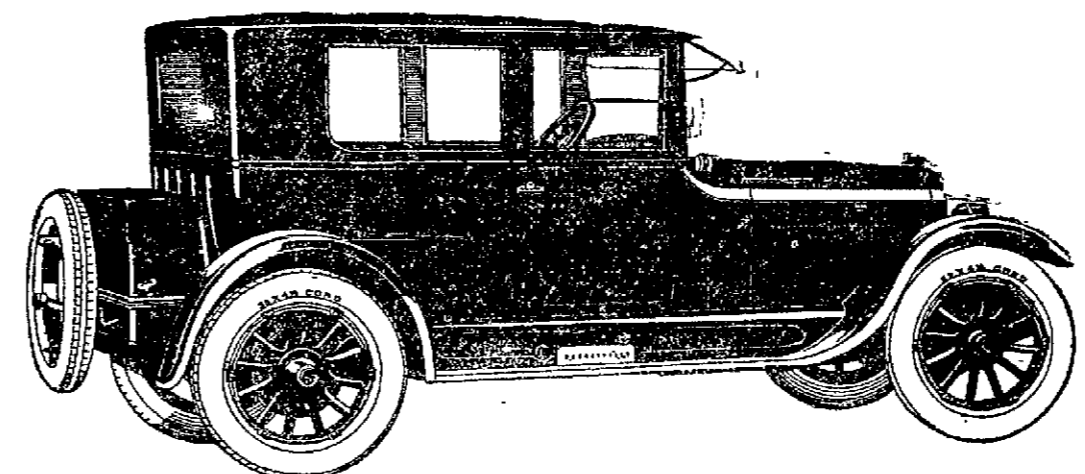
Buick—4 Cylinder, 5 Passenger, \$885
Touring



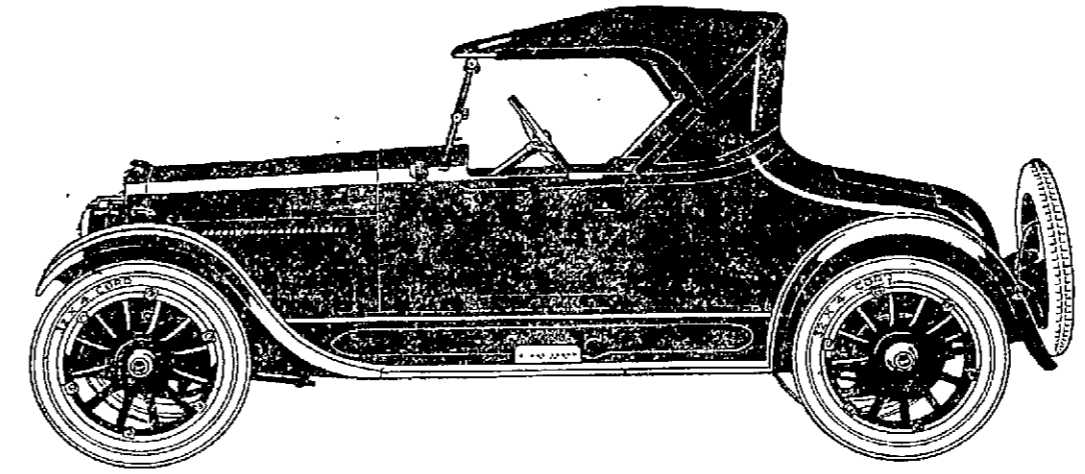
Buick—4 Cylinder, 3 Passenger, \$1175
Coupe



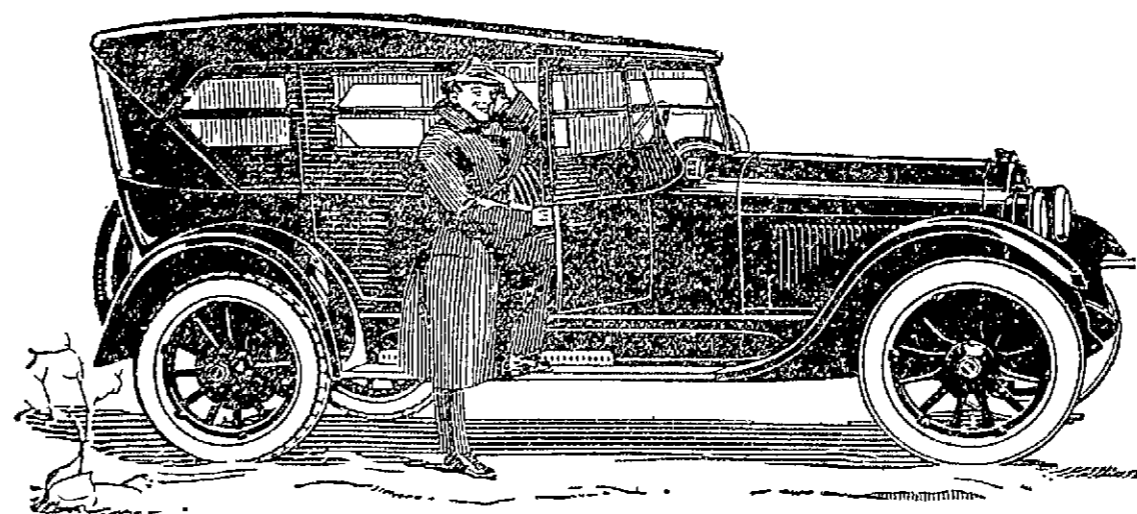
Buick—6 Cylinder, 5 Passenger, \$1675
Sport Touring



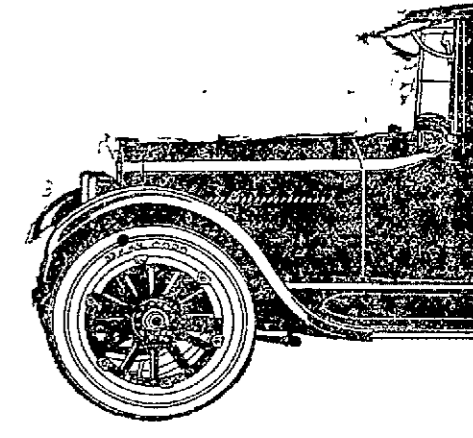
Buick—6 Cylinder, 5 Passenger, \$1935
Touring Sedan



Buick—6 Cylinder, 2 Passenger, \$1175
Roadster



Buick—6 Cylinder, 5 Passenger, \$1195
Touring



Buick—6 Cylinder
Sedan

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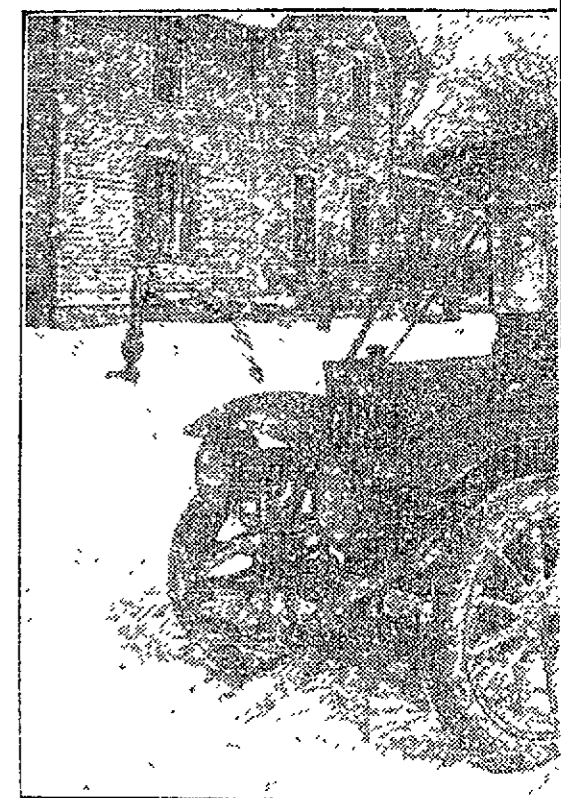
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The Buick Motor Co. recently b
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the above model in Appleton.

It was purchased in 1910 by it
of this city and is as he states "Still
ders, pistons, connecting rods, cranks
and with the upholstering looking as
pair work has been done by myself and
18 miles to the gallon of gas."

It is testimony of this kind the
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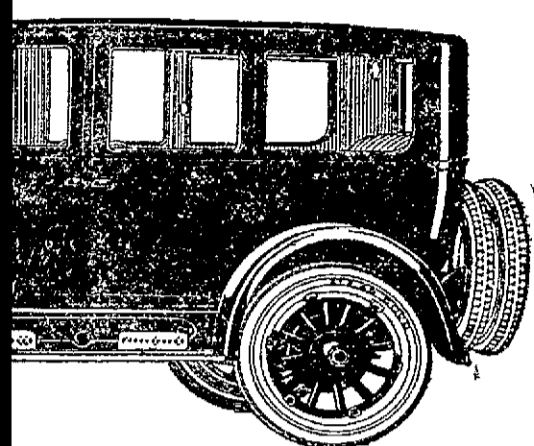


CENTRAL MOTO

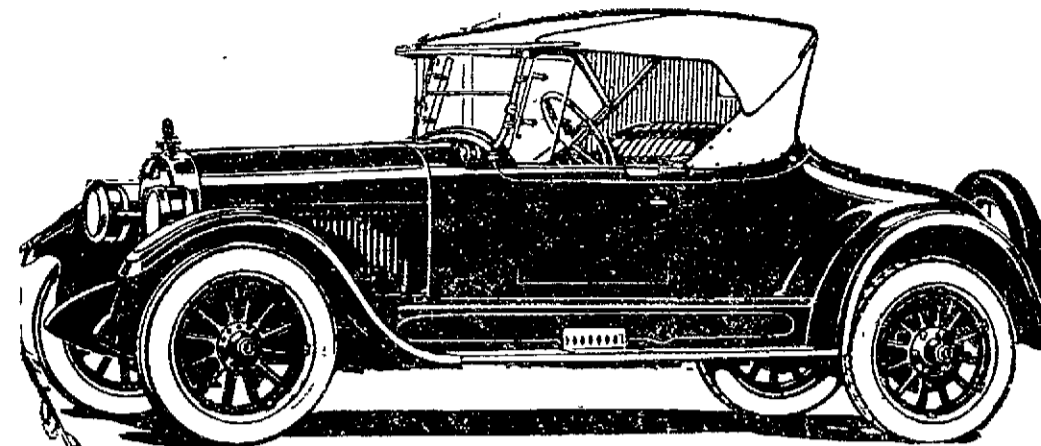
VALLEY INN BUICK CO., Neenah, Wis.

Automobiles Are Built Build Them

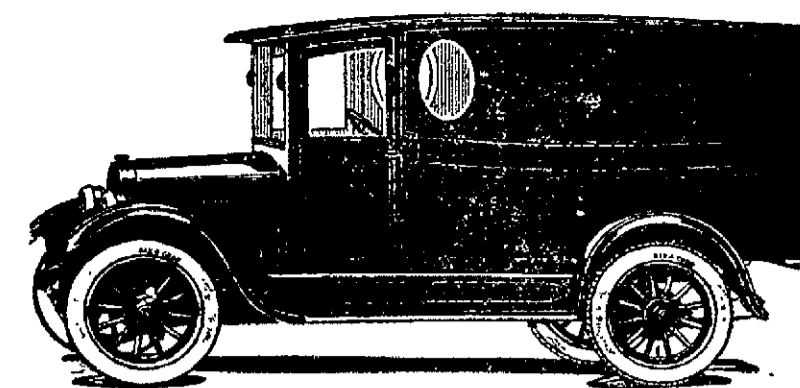
Prices Listed F. O. B. Factory



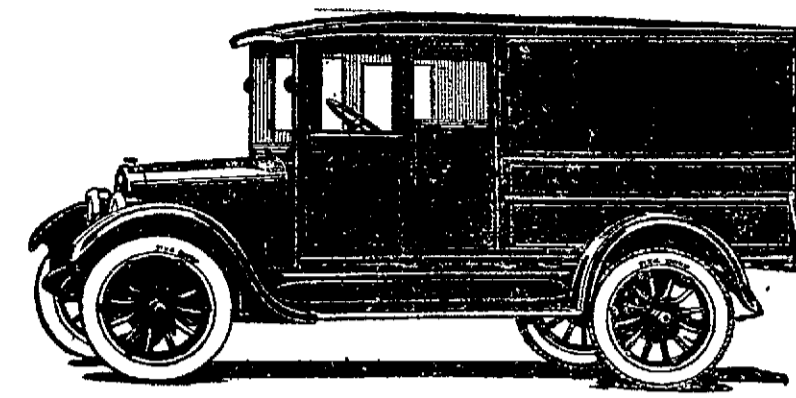
Passenger \$2195



Buick—6 Cylinder, 2 Passenger, \$1625
Sport Roadster



De Luxe Panel Body-Complete
\$960



Steel Panel Body with Cab Complete
\$860

Buick

1910
League of

000 Miles

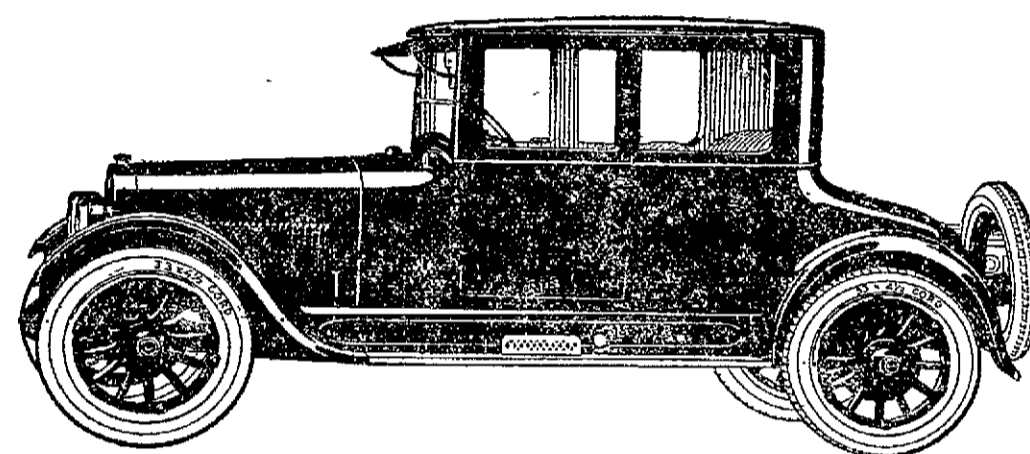
Service

ISN'T IT FOR BUICK
MILLIONTH CAR

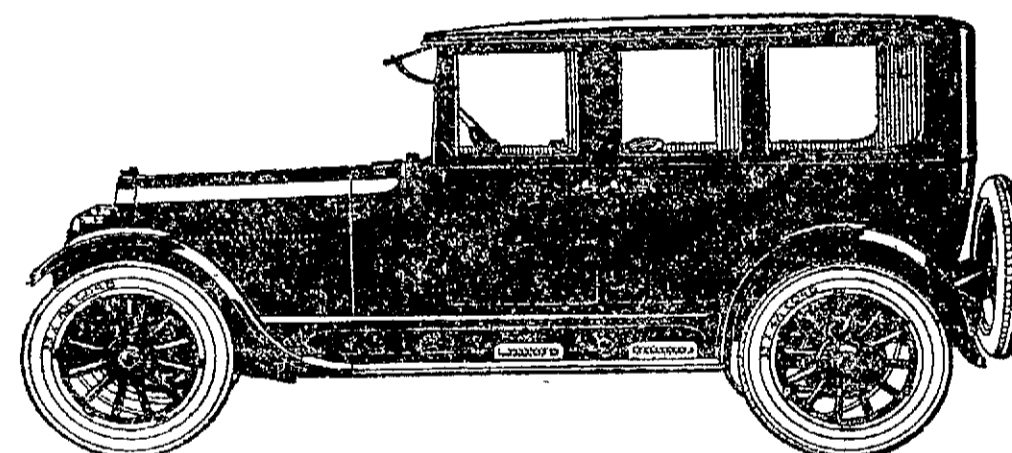
their MILLIONTH CAR and no finer proof
asked for — than the thousands and
exploited through the daily press as is

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transmission gears, differential gears, etc.,
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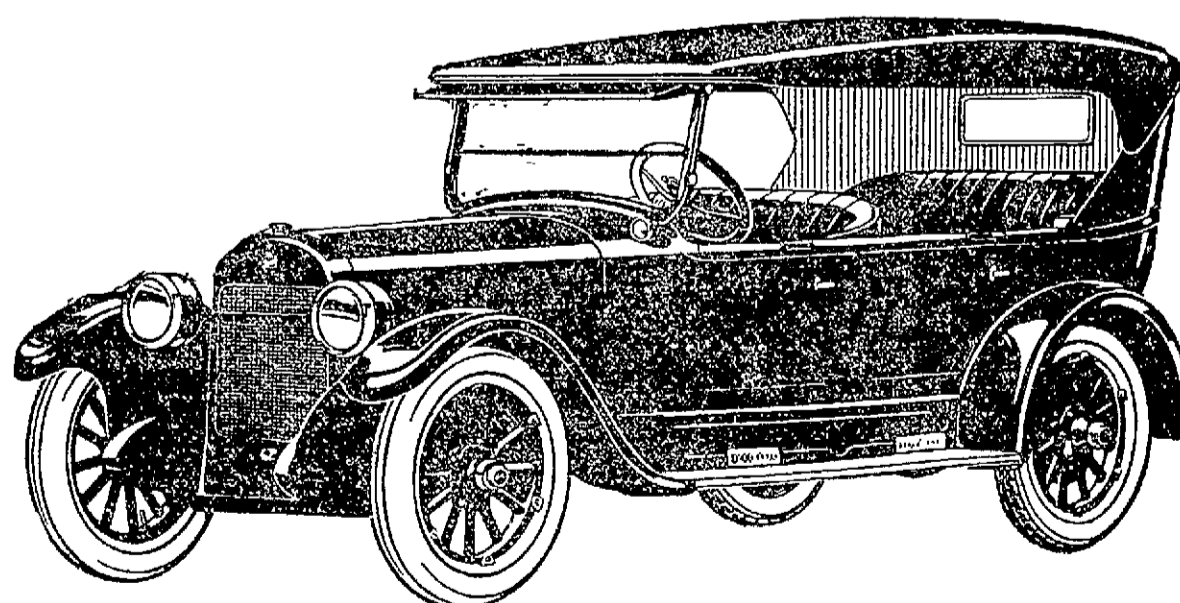
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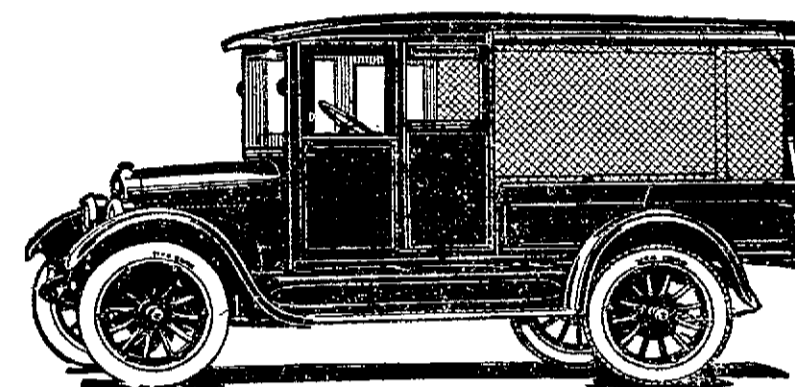
Buick—6 Cylinder, 4 Passenger, \$1895
Coupe



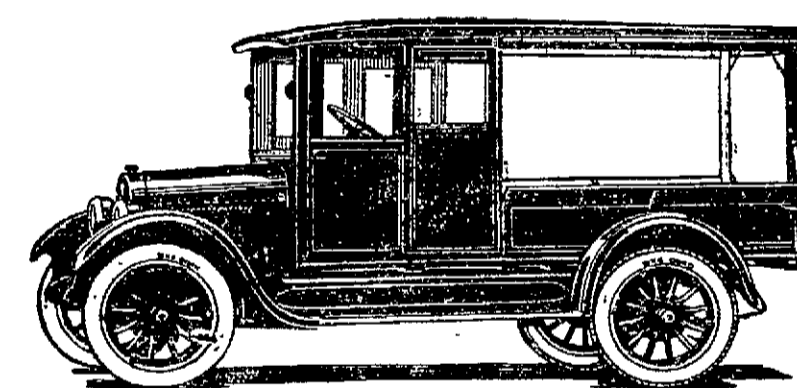
Buick—6 Cylinder, 5 Passenger, \$1985
Sedan



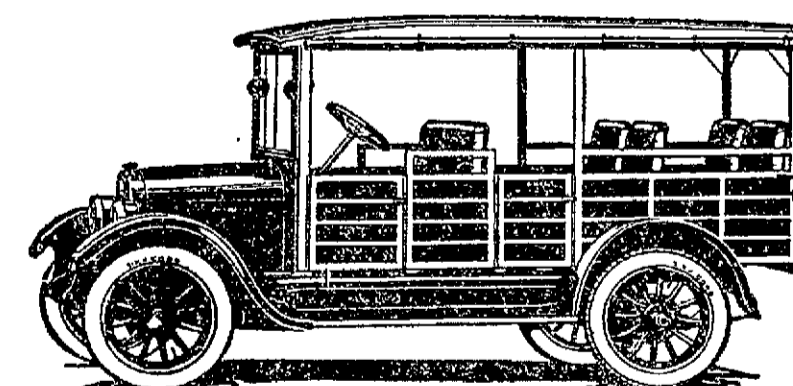
Buick—6 Cylinder, 7 Passenger, \$1435
Touring



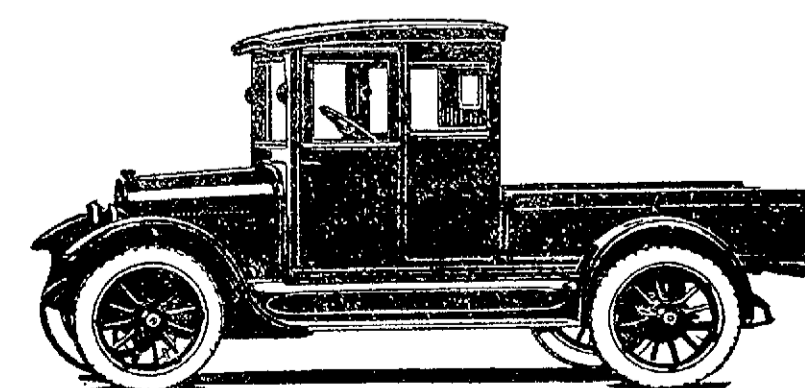
Canopy Top with Screen Sides Complete
\$875



Canopy Top Delivery Complete
\$855



Combination Passenger and Express Complete
\$935



Buick Light Delivery Open Exp. Body
With Cab Complete
\$840

R CAR COMPANY

MEYER BUICK CO., Kaukauna, Wis.

**WOMAN'S GUESS
PAYS HER \$10,000
INCOME EACH WEEK**

Play Which Was Rejected Now
Is Mounting To Big
Success

By Associated Press
New York.—How does it seem to be one of "The Onlys in the World"? Here's a story about a young woman who is so many "onlys" it takes you breath away.

Anne Nichols, not yet 30, is the only woman in the world—

Who has an income of approximately \$10,000 a week from her own individual work—

Who is theatrical producer, director, and playwright—

Who staked her last cent that critics were wrong when they said her show was terrible—

Who now sees her show approaching a year's run on Broadway—

Who has six other companies touring America and another preparing in London—

Who has made a fortune answering the riddle: "What does the public want?"—

Who is far too good looking, according to tradition, for a clever woman.

And besides all this she is the devoted mother of a four-year old boy.

All of which is a pretty remarkable record of "Whos."

Now as to the Why and How.

Anne Nichols says:

"The first thing a woman MUST learn is to have the courage of her convictions."

"Accept advice but don't use it if it's contrary to your inherent belief in yourself. Never fear for yourself—let the other fellow be afraid. Advice is the cheapest thing in the world and many a great success has been wrecked on the rocks of failure through the indecision that comes from too much advice."

"Remember there is no sex in brains or business."

"Don't be afraid of criticism. I started out to be a leading lady but had to begin in the chorus. When the girls poked fun at me for taking my future seriously I used to meditate. 'Poor things, they'll still be here when I'm gone on.'"

"When you've got something you feel the public wants whether it's a drama or laced food, don't give up till you've given it to the public to judge."

"A play that makes people laugh is a successful play. A diaphragm laugh is good for the digestion and we all know the human stomach plays an important part in the destinies of nations as well as individuals."

"Motherhood and a career? Of course they go together. A mother can do more for her son than just keeping his face clean. My son shall have every chance to be the thing he wants but I can give him better opportunities toward attaining the best than I could when I was poor."

Anne Nichols whose success with Abie's Irish Rose is the sensation of Broadway—calls it her Ford, because it runs itself.

**Must Go Hungry
4 Days In This
Coming-Out Party**

By Associated Press
Washington.—The modern "society" flapper, with her coming out party has nothing on the American Indian maiden, whose marriage announcement party has been among the tribal customs from time immemorial.

Among the Washoe Indians of Nevada there is a dance or ceremony known as "The girl's dance," in honor of the young girl who becomes eligible for marriage. Her white cousin, however, would hardly care to be the star of such a feast, for the guest of honor is allowed to eat nothing at all for four days previous.

On the fourth night the dance starts at about eight o'clock and continues until sunrise the following morning. The Indians form a circle, joining hands, and move by short side steps in a ring, humming a sort of chant without words or meaning. The girl, accompanied by an elder woman as a sort of chaperone, and carrying a long staff to support her because of the weakness induced by her long fast, weaves in and out of the dance, joining in the step.

As the dance proceeds late into the night the girl's family give money and other possessions to the dancers to keep them moving and to induce others to join in. The greater the number of dancers the greater the popularity of the family. Shortly after midnight a feast is given by the girl's relatives, and all participate.

The ceremony closes at sunrise when the girl is taken to her tepee and attired in bunches of sagebrush in which money is concealed. She appears before the assembled dancers outside and throws the money to them, amid a wild scramble. A can of water is then dashed over her head as the concluding ceremony after which she is ready to receive a proposal of marriage.

**FEELING? DIDN'T HAVE
ANY; NEITHER HAS JUDGE**

Chicago.—"Judge," said John Marshall, 30, as he was arraigned on a charge of picking the pocket of Martin Boyle in a police patrol. "I was drunk and I thought I had my hand in my own pocket."

"Couldn't you feel that it wasn't your own pocket?" Judge John Richardson inquired.

"I didn't have no feeling," Marshall explained.

"Neither have I," ruled the court. "One year in the Bridewell."

**ROLLER SKATING AND
DANCING SUNDAY.**
Brighton — Good Music

**Dancing at the Hotel Conway
Saturday Evening.**

**SHOE LACES
AND POLISH**
For Any Kind
of Shoes
RETSON & JIMOS
Phone 299 809 Col. Ave.
Olympia Bldg.

**TEETH ACTIVE; NEWARK
MAY VACCINATE DOGS**

By Associated Press
Newark.—Pet poodles and "poms" that are now tearing their silk rub-bands in indignation over the muzzling ordinance have a new humiliation in store for them.

Health Officer Craster of Newark has recommended that all dogs be vaccinated. He gives his reasons that 14 residents of Newark, N. J., are now under treatment for dog bites as the result of attacks within the last week.

Ten persons were bitten by one dog which has since been proved rabid. A miniature white poodle which attacked several small boys also showed symptoms of rabies.

OLDER'N METHUSELAH
Suva, Fiji.—Roman Catholic nuns on the island of Suva in the Tonga group have as a pet a turtle which is a theriatively known to have been presented to the island king in 1773—and the reptile was old then!

Most adults will be toothless in another 200 years, according to a dental expert, who says children to day eat too many biscuits, cakes, potatoes and other starchy foods.

**Service and
Good Food**

When you desire good
food, served in the right
way—TRY

**Doll's
Restaurant**
930 College Avenue

FLYING AMBULANCE
Paris.—When an invalid became ill here and needed to be transported to her physician in England, an airplane was quickly rigged up as a flying ambulance and rushed the patient across the channel. She will recover.

**ON THE
SCREEN**

**"LIGHTS OF NEW YORK" A POR-
TRAYAL OF HIGH LIGHTS AND
SHADOWS OF METROPOLIS**
"Lights of New York," a new William Fox production, which was shown for the first time at the Elite

theater, last night, is one of the best photoplays of the current season.

The story has been divided into two sections. The first deals with the experience of a youth who was left, when a baby, on the doorstep on an East Side pawnbroker. Clarence Nordstrom is cast as the adopted son of the lean agent. He does exceptionally fine work. In the story he returns to his father's store, after he has left home and joins a gang, for the purpose of robbery. It is only when he realizes the consequences that he abandons his shameful life and returns to the fold.

In the second episode the story of a man who lost his fortune and has descended into the depths, is told. MacDermott is cast in the principal role. MacDermott, who is one of the

most finished actors of the screen does exceptional work.

The cast includes also, Marguerite Sallon, Frank Courrier, Florence Short and Charles Gerard. The picture was directed by Charles J. Brabin.

**DUSTIN FARNUM STARS IN NEW
FOX WESTERN**

An excellent story, exquisite outdoor scenes, and fine acting mark "The Rustler," the latest William Fox production starring Dustin Farnum, which will be shown at the Elite Sunday only.

A melodramatic vehicle of unusual power is here given the famous Fox

star, and his work attests the suitability of his histrionic characteristics to comply with the demands of the role assigned him. Farnum is called upon to be the patronizing, yet stern, tamer of a New York society belle, Doree Pawn, in the feminine lead, and the girl to be shaken from her wilfulness and temperance, acquires herself credibly. Together they form a team of excellent performers in a picture of romance, action and thrills.

The story is from the prolific pen of William Patterson White, the noted

writer, and was adapted for screening by Jack Strunwasser. Colin Campbell directed.

The photographic beauty of the Fox feature is due to the care practiced in the selection of "location" in the Californian Rocky Mountains and in a still larger measure to the cameraman, David Able.

**HORSE LOVERS WILL GET KICK
FROM "HOT TROT"**

Lovers of good horseflesh will welcome Thomas H. Ince's production of

"The Hot Trot," which comes to the Elite theater on Monday for 4 days. In this picturization of the famous Willie Collier stage success, the steeplechase scene is spectacularly presented, with Douglas MacLean playing Collier's role of Sam Harrington, the boy mortally afraid of horses, who rides to win to please his sweetheart. But with pretty Madge Bellamy holding a smile for the man and a bag of oats for the horse at the end of the long run, what man or beast could refuse to put forward his best?



Special Satisfaction

A Hupmobile Sedan or Coupe brings to its owner comfort and satisfaction peculiar to itself.

Hupmobile closed cars are notable for their structural strength and sturdiness, and for the pronounced, snug weather-protection they afford.

In winter particularly, the Hupmobile owner prizes the celebrated reliability for which his car is noted and its rare quality of always keeping on the go.

A closed Hupmobile is a good investment mechanically, because it is a Hupmobile; and it is a sound investment in closed car comfort, because it affords all the cozy shelter and the durability that any closed car can give.

Marks Auto Co., Appleton Siebers & Kramer Auto Co.
Phone 248-W 771 Atlantic-St. KIMBERLY Phone 9072R5

Hupmobile

15,000 Miles!
Oakland's special steel alloy (non-burning) valves function perfectly for at least 15,000 miles without grinding! Average valves need grinding every 5,000 miles!

15,000 Miles!
For 15 months, Oakland's engine has carried a written 15,000 mile guarantee against excess oil in the combustion chamber—proof of superior construction!

40,000 Miles!
Oakland's costly, patented, bronze-backed crankshaft bearings, accurately fitted, require no attention short of 40,000 miles. Connecting rod bearings give similar service.

**The Inside Reason for
Oakland's Success—Known Mileage**

After all, the success of a car depends upon the success of its engine. If ever a manufacturer set about deliberately to build the finest light-six engine that could be built—Oakland did! It built an engine so good that it can give you a definite gauge for estimating the minimum number of miles the essential parts will deliver—free from trouble or expense!

**Come in and see for yourself that
Oakland gives more for the dollar**

Oakland "6"

The G. R. & S. Motor Co.
738 Washington-st Phone 179

Roadster	\$975	TOURING CAR \$995
Sport Roadster	1145	
Sport Touring	1165	
Coupe for Two	1185	
Coupe for Five	1445	
Sedan	1545	

Prices F. O. B. Factory

"Among Those Present"

A CHAP named Ward McAllister, who was some pumpkins socially in New York in his day, originated the expression, "The Four Hundred."

In every social column in any newspaper from that day to this, we have read the expression, "Among those present."

Motor cars, like people, are judged by the company they keep.

Look over the automobiles parked at the leading country clubs in the United States, or step into the parking yard of any leading club in America and find out what cars the real people drive.

Stop at the corner of Euclid Avenue and 12th Street in Cleveland and watch the Jordans going in and out of the Union Club yard.

It's a remarkable thing. Real people—those who have grown accustomed to the possession of money, are buying Jordans.

They are tired of living in old fashioned, bulky houses, and driving old fashioned bulky cars.

They realize that the great desirable thing, that which assures an expression of good taste, is that which expresses economy with distinction.

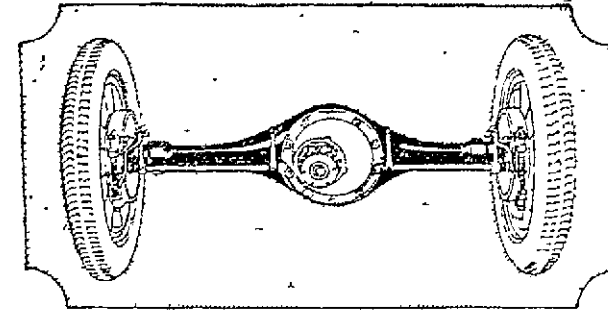
That is the Jordan.

JORDAN CARS ARE SOLD IN APPLETON BY

The G. R. & S. Motor Co.
738 Washington-st Phone 179

**JEWETT SIX
PAIGE BUILT**

\$995 f. o. b. factory



**Paige-Timken Rear Axles—
99.8% Dependable!**

THIS Paige-Timken rear axle has delivered phenomenal service in the Jewett Six. A careful factory check-up recently made on the first 20,000 Jewetts in use revealed that only two-tenths of 1% had ever had any axle trouble whatever—even including those due to accidents.

A remarkable record—said to be unequaled in the history of the industry. But it is typical of Jewett's stout and dependable construction. Extra-tough steel and ample size give this Paige-Timken rear axle of the Jewett a great surplus of strength for safety. See Jewett Six for yourself—get the facts of its Paige engineering, big Six qualities. We'll be glad to explain them to you.

Herrmann Motor Car Company
Appleton, Wis.

TRY A POST-CRESCENT WANT AD.



Let Us Worry For You!

We're trouble finders and when your car "bucks," when it becomes temperamental, and you feel like developing a blue streak of cussin' and can't locate the trouble just shed whatever worries you have and let us fix your car.

It's our daily task to help keep the wheels of motordom running smoothly and years of experience gives us the ability to know—not guess.

Wolf Bros. Garage
One Block West of Richmond-St
1088 Calumet-st Phone 2361



TIRES - TUBES - ACCESSORIES

YOU'LL LIKE APPLETON

FOR Business



College Avenue is "Main Street" When You're in Appleton

FOR Pleasure

Industrially Appleton Offers--

1. Plenty of land available for factory sites. This property being near to railroads.
2. Appleton is served by 3 trans-continental railroads.
3. Waterway freight rates prevail due to the fact that Appleton can be reached from the Great Lakes.
4. Four strong banks, the officials of which are inclined to be very liberal toward responsible industries.
5. Moderate priced labor can be had.
6. Adequate Fire and Police protection.
7. Transportation service for employees.
8. Spacious hotel accommodations for visitors.
9. An enormous volume of undeveloped waterpower. Only a few sites have been taken.
10. 125,000 people live in the trading area offering a large marketing field.

Reasons For A Home In Appleton

1. Diversified industries offer plenty of opportunity to earn a livelihood.
2. Educationally Appleton is at the peak of perfection; a college, two business colleges, a high school and 8 grade schools serve toward this end.
3. 22 churches representing 15 denominations.
4. Adequate public utilities — water, sewer, gas, electricity, transportation and phone service.
5. Exceptional fire and police protection.
6. 108 miles of improved streets, 18 miles paved.
7. A few minutes ride from the largest fresh water lake in America, excepting the Great Lakes, a thousand mile concrete touring area gives the city unlimited recreational variety.
8. A Womans Club, the Boy Scouts and the Y. M. C. A. help make children into better men and women.
9. Appleton has many fine Fraternal buildings.
10. A large public library serves the public of Appleton.

A Farming District

1. The Fox River Valley is in the heart of the World's Greatest dairy section.
2. Over \$10,000,000 worth of dairy products alone are produced here each year
3. No section of Wisconsin has a larger number of pure bred cattle. Mostly Holsteins and Guernseys.
4. 200 miles of concrete highway. Other roads all improved.
5. Electric service can be had in most parts of the Valley.
6. One can not get very far from a shipping point. Either railroad or waterway.
7. Many cheese factories, creameries and the world's largest condensory are ready to take the milk supply.
8. Nearly all farms have all the latest and modern improvements.
9. A large local population, ready to consume the market crops.
10. Plenty of competition insures fair prices from the retailers of the Valley.

Licensed Real Estate Dealers and Brokers

Alesch-Halling Co.
627 Appleton St.

Laabs and Shepherd
919 College Ave.

Daniel P. Steinberg
842 College Ave.

Wm. Krautkraemer
1321 College Ave.

R. E. Carncross
805 College Ave.

Brandt Land Co.
586 State St.

Edw. Vaughn
785 College Ave.

L. O. Hanson
450 Eldorado St.

P. A. Kornely
783 College Ave.

H. G. Thomas
First National Bank Bldg.

Otto Stammer
716 Appleton St.

Stevens & Lange
588 Oneida St.

Markets

CHICAGO LIVESTOCK MARKET

CATTLE—Receipts 500; compared week ago beef steers about steady; better grades closed strong; yearlings offered liberally; plain kind 25 to 40 cents lower; extreme top matured steers 10.40; best yearlings 10.10; beef heifers largely 25c lower; other she stock uneven, mostly steady; bulls 15 to 25 cents higher; veal calves largely steady; bulk desirable weaners to packers \$8.00 to \$8.50; to outsiders \$8.50 to \$10.00; countryward movement of stockers and feeders broadest in several weeks; week's bulk prices follow: Beef steers and yearlings 8.25 to 9.75; stockers and feeders 6.00 to 7.75; beef cows and heifers 5.55 to 7.75; canners and cutters 3.25 to 4.25; veal calves 8.00 to 8.75.

HOGS—Receipts 4,000; 10 to 15 cents higher; top 8.30; bulk 16 to 225 pound averages 8.15 to 8.25; 240 to 325 pound butchers 7.75 to 8.10; packing sows mostly 6.50 to 6.75; pigs 25 cents higher desirable 100 to 130 pound averages 6.50 to 7.50; estimated holdover 2,500; heavy weight hogs 7.50 to 8.10; medium 7.30 to 8.00; light 7.25 to 8.30; light hogs 7.00 to 8.15; packing sows 6.65 to 7.00; packing sows rough 6.00 to 6.75; killing pigs 6.25 to 7.50.

SHEEP—Receipts 100, compared with week ago fat lambs mostly 40 to 50c higher; choice light weight showing most advance aged stock largely 25 to 50 cents higher; heavy clipped kind up most; week's extreme top old crop lambs 15.00; bulk 14.25 to 15.00; clipped lambs largely 11.00 to 12.00; with choice Wisconsin fed description up to 12.50; heavy clipped to exporters 10.15 to 10.50; to packers mostly 7.75 to 10.00; native genuine spring lambs 15.00 to 17.50; Navajo yearlings, in the wool, 12.50 to 13.00; clipped 10.50 downward; woolled ewes, up to 9.00; clipped kind 7.00 to 8.00; heavy clipped wethers around 7.50.

CHICAGO CHEESE MARKET

Chicago—The cheese market here Friday showed little change over the past few days still being in a weak and unsettled condition. Confidence was still lacking on the part of both buyers and receivers and as a result trading was practically at a standstill. Dealers made every effort to push sales and most of the business was at inside prices. There was no change in held goods.

CHICAGO GRAIN TABLE

	Open	High	Low	Close
WHEAT—				
May ... 1.24 1/2	1.25	1.23 1/2	1.23 1/2	
July ... 1.23 1/2	1.22	1.21 1/2	1.21 1/2	
Sept ... 1.20 1/2	1.20 1/2	1.19 1/2	1.19 1/2	
CORN—				
May50	.50	.49	.49	
July51 1/2	.51 1/2	.50 1/2	.50 1/2	
Sept51 1/2	.51 1/2	.50 1/2	.50 1/2	
OATS—				
May44 1/2	.44 1/2	.44 1/2	.44 1/2	
July45 1/2	.45 1/2	.45 1/2	.45 1/2	
Sept44 1/2	.44 1/2	.44 1/2	.44 1/2	
BARLEY—				
May ... 11.20	11.20	11.15	11.17	
July ... 11.47	11.47	11.42	11.45	
RIBS—				
May90	.90	.85	.85	
July92	.92	.87	.87	

CHICAGO GRAIN MARKET

Chicago—Wheat No. 1 hard 1.25 1/2; No. 2 hard 1.23 1/2; Corn No. 2 mixed 8 1/2; No. 2 yellow 8 1/2; No. 3 white 4 1/2; No. 4 white 4 1/2; No. 5 white 4 1/2; No. 6 white 4 1/2; No. 7 white 4 1/2; No. 8 white 4 1/2; No. 9 white 4 1/2; No. 10 white 4 1/2; No. 11 white 4 1/2; No. 12 white 4 1/2; No. 13 white 4 1/2; No. 14 white 4 1/2; No. 15 white 4 1/2; No. 16 white 4 1/2; No. 17 white 4 1/2; No. 18 white 4 1/2; No. 19 white 4 1/2; No. 20 white 4 1/2; No. 21 white 4 1/2; No. 22 white 4 1/2; No. 23 white 4 1/2; No. 24 white 4 1/2; No. 25 white 4 1/2; No. 26 white 4 1/2; No. 27 white 4 1/2; No. 28 white 4 1/2; No. 29 white 4 1/2; No. 30 white 4 1/2; No. 31 white 4 1/2; No. 32 white 4 1/2; No. 33 white 4 1/2; No. 34 white 4 1/2; No. 35 white 4 1/2; No. 36 white 4 1/2; No. 37 white 4 1/2; No. 38 white 4 1/2; No. 39 white 4 1/2; No. 40 white 4 1/2; No. 41 white 4 1/2; No. 42 white 4 1/2; No. 43 white 4 1/2; No. 44 white 4 1/2; No. 45 white 4 1/2; No. 46 white 4 1/2; No. 47 white 4 1/2; No. 48 white 4 1/2; 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MERCHANDISE SALES IN APPLETON STORES REACH TOTAL OF OVER \$12,000,000 A YEAR

Buyers Come From As Far As 100 Miles To Do Their Trading In This City's Fine Establishments

More Than 200 Retailers Here Carry Merchandise Stocks Valued At About \$2,500,000

THE FAMILIAR road sign, "It pays to go 100 miles to trade at this store," as advertised for 30 years by a leading Appleton department store, might well be said of the city as a whole.

As a business center, Appleton occupies a strategic position that is scarcely equaled by any other Wisconsin city except the larger lake ports.

There are many reasons for Appleton's claim to a larger trade territory than is enjoyed by any city of its size in the west, and why Appleton business men are confident of the truth of Appleton's slogan, "You'll like Appleton."

The prosperity of this city is founded on no one of the diversified forms of industry in this community, but upon the industries and civic enterprises as a whole. It is not primarily a commercial center, nor a manufacturing center, nor an agricultural center; it is all three. It is this well-balanced and finely developed state that makes Appleton a healthy business town and a place where business failures are practically unknown.

Sound business judgment and business methods on the part of Appleton merchants, their progressive spirit and interest in community welfare have been the magnet of trade for miles and miles around and have caused the surrounding territory to share in the city's prosperity.

STEADY INCREASE

This explains in a measure why Outagamie co is experiencing, not the most rapid growth, but the steadiest increase in the state. The rate of its increase in the last 10 years was 15 per cent and that of Appleton was 25 per cent.

Nowhere in Wisconsin, except in Milwaukee, the metropolis, and Racine, manufacturing city, is the population so concentrated as in the territory that is tributary to Appleton. At no other center of population, barring Milwaukee and Racine are there 54,000 persons massed within a radius of only seven miles. The density of the rural population and the numerous inhabitants of a chain of cities and villages founded upon the Fox River water power, have made this community throb with prosperity.

CONTINUOUS CITY

Within that seven-mile radius extends a chain of four cities and three villages that almost adjoin on another. The chain extends from Neenah to Kaukauna and includes besides these links Menasha and Appleton and the villages of Little Chute, Kimberly and Combined Locks, each link contributing to the strength of the whole. The fact that this zone is not shut off by large water areas, such as Kenosha, Sheboygan, Superior, Oshkosh, Fond du Lac, Green Bay, La Crosse area, insures unlimited expansion.

The population of the cities, towns and villages in the seven-mile zone is as follows: Appleton, 23,000; Neenah, 7,500; Menasha, 7,500; Kaukauna, 6,000; Little Chute, 2,500; Kimberly, 1,500; Combined Locks, 500; town of Grand Chute, 2,500; one-half of Greenville, 600; one-third of Center, 500; two-thirds of Buchanan, 1,200; three-fourths of Vandenberg, 600; town of Menasha, 600; Harrison, 1,600; one-fourth of Clayton, 300.

350 TO MILE

The density of population in this area is 350 persons to the square mile. In Appleton it is 3,500 per square mile, and outside of its three mile diameter, or 6 1/2 square miles, it is 215 per square mile. Add to the 54,000 inhabitants the rest of the country's population, and the total population is as large as that of the counties of Burnett, Iron, Adams, Vilas, Pepin, Forest, Sawyer, Florence and Marquette combined.

It is not presumed that all of the trade of this area flows into Appleton; but it is to be expected that every Appleton merchant has proportionately as good an opportunity to draw upon that trade as a merchant in the "loop" district of Chicago has to draw upon the trade of a seven-mile radius there.

RADII'S 18 100 MILES

Appleton's trade area is, however, not confined to this zone, but stretches out a distance of from 10 to 100 miles, varying according to the kind of business that is located here. Appleton has built up the largest department store of the state—excluding Milwaukee—and commands the same amount of business that the leading department store of any city of 100,000 population experiences. A very large amount of business is also transacted by two other local department stores. Goenen's and Gloudehans-Gage.

What is true of the department store trade, is also true in a measure of the hardware business.

No three furniture stores in central Wisconsin have the trade that Appleton's three institutions have. Customers living 50 miles distant call upon these merchants to furnish their

homes by contract and leave to their artistic talent the selection. All roads lead to Appleton's shoe stores which are known to have a greater variety of smart styles of footwear than any city in a radius of 35 miles. While the meat and grocery trade area covers only the contiguous towns, that of the clothing and jewelry extends for many miles because of the quality of their merchandise.

TRANSPORTATION FACTOR

Transportation is a great factor in bringing traders to Appleton. No estimate is attempted of their number, but the Pettibone-Peabody company claims 50,000 among its customers. Cars on four steam railroad routes, two interurban routes, and six motor-bus routes discharge passengers hourly and by the half hour. Trains carry a total of 8,400,000 tons of freight in and out of Appleton annually, boats and barges on the Fox river ship 300,000 tons and a large quantity is transported by inter-city automobile transportation companies. Appleton is located on the longest and most important concrete highway in the country, state highway 15. The country's not work of 135 miles of concrete county and state roads bears steady traffic coming into Appleton.

Trade is further stimulated by a number of commercial and community enterprises. The chamber of commerce in general, and its retail division in particular, are constantly pulling the business men together for the purpose of cooperation and community welfare. By raising the standards of business they are developing the business of the community. A contributing factor in this respect has been the local Advertising club which by its policy "Truth in Advertising," and its cooperative methods is placing advertising on a saner and more scientific basis. The Rotary and Lions club promote business cooperation and afford the business man a means of expression of their civic and business interests.

HOLD HUGE SALES

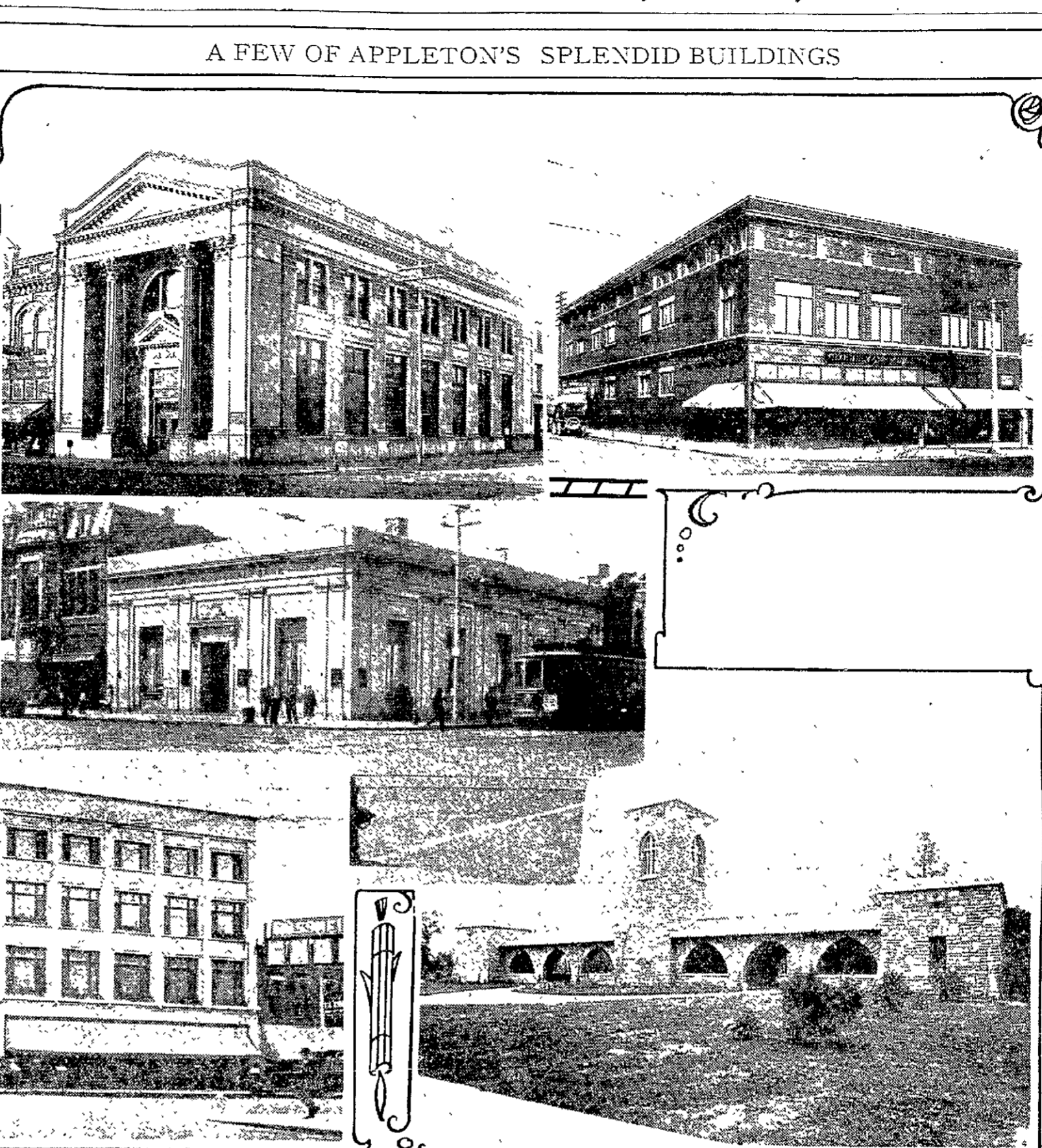
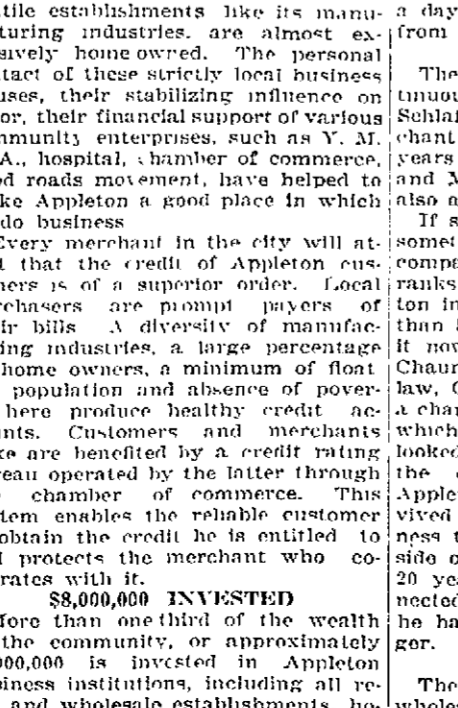
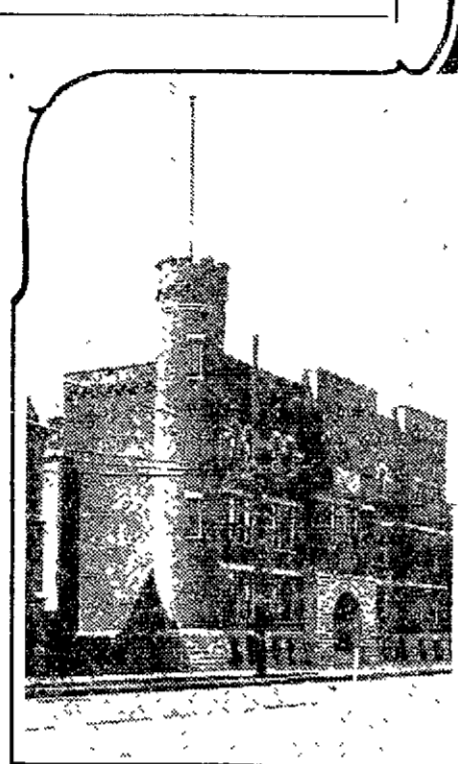
This operation is further manifested by the merchants in a number of movements, such as Dollar Days and Spring and Fall Style festivals, through which both merchants and customers have learned to profit. On such occasions the streets of Appleton are filled to overflowing with purchasers coming from great distances.

Close contact is brought about between the city and the surrounding community by means of the stock fair grounds at which on the monthly market day, the last Saturday of the month, from 1,000 to 2,500 pigs are sold at a time.

CARRY LARGE STOCKS

The largest amount of merchants' stock is carried by department stores, of which there are four. These stores handle a stock of practically \$400,000. Men's clothing stock probably ranks next with an average of \$225,000 held by eleven clothing stores and five general stores. A part of that amount is already included in department store stock. Hardware merchants, of which there are seven, also carry the same amount, and so do seven shoe stores and five shoe departments of department and general clothing stores. Fifty grocers average a combined stock of about \$175,000. Furniture dealers carry in the neighborhood of \$125,000, jewelers carry approximately \$35,000, while meat markets for obvious reasons carry the least of all.

Sales in five drygoods stores will aggregate \$2,200,000 yearly. It is asserted that hardware merchants do a \$1,000,000 annual business. A year's business of \$1,700,000 is transacted by grocers, who experience a very rapid turnover of stock. The clothing



UPPER LEFT, ARMORY; UPPER CENTER, FIRST NATIONAL BANK; UPPER RIGHT, GLOUDEHANS-GAGE CO. DEPARTMENT STORE; CENTER, CITIZENS NATIONAL BANK; LOWER LEFT, PETTIBONE-PEABODY CO. DEPARTMENT STORE; LOWER RIGHT, RIVERSIDE CHAPEL.

A FEW OF APPLETON'S SPLENDID BUILDINGS

Banks Boast Resources Of \$12,000,000

Deposits in Appleton Banks Aggregate Over \$10,000,000

THE prosperous condition of this community is reflected in Appleton's five banking institutions which with their combined resources of \$12,000,000 offer Appleton manufacturing industries, business institutions and private individuals a sound and progressive banking service.

There are four banks and one trust company all housed in modern, attractive and spacious buildings. Two are state banks and two are national banks. The home of the First National Bank and the First Trust Company is one of the finest in the state. Local banking houses are valued at approximately \$350,000 and are owned and operated almost entirely by Appleton and Outagamie-co stockholders.

The financial strength of the banks is noted in the \$1,500,000 combined capital and surplus. The capital of the four banks, the First National, the Citizens National, the Appleton State and the Outagamie County bank, is \$900,000, and that of the First Trust Company \$100,000. Surplus and undivided profits of the banks was listed at \$355,000 this month, the surplus and undivided profits of the trust company—\$135,000.

\$10,000,000 DEPOSITS
What a large amount of business is transacted by the banks is seen further in the deposits which vary from \$10,000,000 to more than \$11,000,000 at any time of the year. The banks also indicate a large number of small savers, for the combined savings deposits of the five banking houses is \$3,500,000.

Annual clearings of approximately \$2,000,000 and annual check transactions of \$96,000,000 act as a business pulse and show the movement of money in Appleton business transactions.

BIG BANK CLEARINGS
Although there is no clearing house association here, local banks mutually conduct their exchanges daily, the bank with the smaller balance usually sending its runner to the one with the larger balance. Outside clearance is done through metropolitan bank correspondents and through the Federal reserve system, and with nearby banks directly. Checks accumulate at the banks at the rate of \$300,000 a day, or more than \$8,000,000 a month. Transactions during the month of March, 1923, reached \$4,137,000, the largest amount in two years.

Further mutual contact is maintained by the banks through an agreement by which they divide the deposits of the Appleton city and Outagamie-co treasuries. The money is distributed pro-rata on the basis of capital stock. This eliminates competition, fixes a uniform rate of interest and the stabilizes the amount of funds on hand.

Local banks are conservative institutions but are inclined toward worthy projects and are a prop of the manufacturing and commercial establishments. During the war they rendered inestimable service in handling the funds of the Liberty Loan drives, \$8,000,000 of which was subscribed in Outagamie co.

HOME BUILDERS
In connection with this article it might be stated that the financing of home building has been helped considerably by the Appleton Building and Loan association which has assets of approximately \$150,000, loaned \$50,000 for homes last year and will this year loan probably \$100,000 more. Similar services were rendered by the Appleton State bank which last year loaned nearly \$90,000 for the construction of homes.

Officers of the First National bank are R. S. Powell, president; C. S. Dickenson, vice president; P. J. Sennebenner, vice president; L. O. Wassmann, cashier; A. O. Hecht, and H. W. Tuttle, assistant cashiers.

First Trust company officers are C. S. Dickinson, president; R. S. Powell, vice president; H. W. Tuttle, secretary; P. J. Sennebenner, assistant secretary; L. O. Wassmann, treasurer.

The officers of the Outagamie County bank are Fred Stoffel, president; Louis Keller, vice president; Frank Groll, cashier; Joseph Dohr, assistant cashier.

ing business borders on \$1,200,000 a year. Shoe merchants have sales approximating \$700,000. Furniture dealers' sales are computed at \$500,000. Butchers, who have the quickest turnover of all, have sales aggregating about \$1,000,000. Jewelers' sales total approximately \$200,000.

Food commodities play an important part in the retail trade. Local whole salers, of which S. C. Shannon company is the largest, supply the retail trade from Neenah to Kaukauna and north as far as Shawano.

To feed Appleton's family, there is required annually 2,000,000 pounds of flour, 80,000 bushels of potatoes, 1,500,000 quarts of milk, 2,000,000 pounds of sugar, 250,000 pounds of butter and 3,600,000 pounds of meat.

HOME-OWNED BUSINESS

Agriculture in the county finds a profitable medium here in the Outagamie County Equity Cooperative exchange, county Holstein and Guernsey breeders' associations and the county agricultural agent, which have headquarters here.

Business stability is assured the community because Appleton's mercantile establishments like its manufacturing industries, are almost exclusively home owned. The personal contact of these strictly local business houses, their stabilizing influence on labor, their financial support of various community enterprises, such as Y. M. C. A., hospital, chamber of commerce, good roads movement, have helped to make Appleton a good place in which to do business.

Every merchant in the city will attest that the credit of Appleton customers is of a superior order. Local purchasers are prompt payers of their bills. A diversity of manufacturing industries, a large percentage of home owners, a minimum of float ing population and absence of poverty here produce healthy credit accounts. Customers and merchants alike are benefited by a credit rating bureau operated by the latter through the chamber of commerce. This system enables the reliable customer to obtain the credit he is entitled to and protects the merchant who co-operates with it.

\$8,000,000 INVESTED
More than one-third of the wealth of the community, or approximately \$8,000,000 is invested in Appleton business institutions, including all retail and wholesale establishments, ho-

tels, service buildings and other business houses. Of this amount approximately \$500,000 is in department store buildings, \$300,000 in hardware stores, \$275,000 in grocery stores, \$175,000 in furniture stores.

Appleton merchants carry at all times a stock valued at \$2,500,000 which has a turnover of from two and a half to ten times a year. Sales of merchandise here average over \$12,000,000 annually.

Although Appleton consumes only 250,000 pounds of butter a year, enough milk finds its way through Appleton to larger markets that would produce as much as 1,500,000 pounds of butter a year.

Local hotels and restaurants are busy places, for in them practically 1,500 meals are consumed daily, which means that an average of 600 persons are being served at each of the three principal daily meals.

The Conroy hotel alone sets forth 3 bushels of potatoes, 300 quarts of milk, 5 gallons of cream, 50 pounds of butter, 30 dozen of eggs, 50 pounds of sugar, 20 pounds of coffee, 300 pounds of meat a day and four barrels of flour and from 6 to 12 crates of fruit a week.

OLDEST MERCHANT

The oldest merchant in point of continuous business is probably O. P. Schlafer, well known hardware merchant who started in business here in 1849. Galpin's Hardware store and Matt Schmidt clothing store are also among the oldest establishments. If seniority of operation counts for something, the Pettibone-Peabody company department store probably ranks first. It was located in Appleton in the early sixties, and for more than 50 years it has been on the site it now occupies. It was founded by Chauncey J. Pettibone and his son-in-law, George F. Peabody, as a link in a chain of stores centering at Portage which in the days before the railroad looked promising as the juncture of the country's two waterways. The Appleton branch has not only survived all others, but built up a business that claims more customers outside of Appleton than within it. For 20 years J. D. Steele has been connected with the firm and for 14 years he has been its president and manager.

220 RETAILERS HERE
There are in Appleton about 220 retail dealers and about 220 wholesale

merchants, not including garages, service stations, soft drink parlors, tailor and barber shops, etc.

Among the wholesale establishments are two wholesale grocers: S. C. Shannon Co., Morrison-st., and Fox River Grocery Co., College-ave.; one wholesale hardware store—Schlafer Hardware Co., College-ave.; three wholesale confectioneries—Trans Candy Co., E. J. Herrmann, and Jensen Brothers, Co., all on College-ave.; two wholesale fruit dealers—Segal Co., Superior-st., and Wisconsin Distributing Co., Appleton-st.; two wholesale meat distributors—Armour's, Stock Fair Grounds, and Swift's, Durkee-st.; two wholesale paper companies—Marshall Paper Co., Richmond-st. and Woolf Brothers, College-ave.; one wholesale cheese merchant—Jacquot Cheese Co., State-st.; several lumber, grain, feed wholesalers and other wholesale dealers.

Following is a classified list of the various retail establishments:

Three agricultural implement dealers—Fred N. Calmes, Second-ave.; Greeley Implement Co., Washington-st.; Walter Implement & Auto Co., Appleton-st.

Two hat stores—John C. Ryan, Oneida-st.; Treasure Box Gift Shop, College-ave.

Three the dealers—Appleton Tire Shop, Gibson Tire Co., and Groth Tire & Rubber Shop, all College-ave.

Six bakers—Joseph Doerfler, State-st.; Lynn Hoffman, A. Pfeifferle, A. Stangle, S. VanGorp and Vermeulen's, all College-ave.

Two book stores—P. M. Conkey & Co., George W. Thom, College-ave.

Four cigar stores—P. N. Bachman, Oneida-st.; Retson & Yatsoulas, College-ave.; The Arcade, Appleton-st.; Cur & Hansen, College-ave., all in connection with billiard parlors.

Four clothing stores—People's Clothing Co., George Walsh Co., Appleton Bargain Store, College-ave.; H. Rosman, Appleton-st.

Seven men's clothing stores—Phineas & Jones Co., Cameron & Schulz, Continental Clothing Co., Parland & Bauerfeind, Goldin's, Hughes Clothing Co., Matt Schmidt & Son, Edward G. Schueler, Slater's, L. E. Sugerman, Thiede Good Clothes, Wallman & Tretlen, College-ave.; besides the men's clothing departments of Gloudehans-Gage Co., J. C. Penney Co., People's Clothing Co., Geo. Walsh Co., and Appleton Bargain Store.

Three women's clothing stores—Kiss' Ornstein Cloak & Suit Co., and Quality Shop, College-ave.

Seven coal and wood merchants—Balliet Supply Co., State-st.; Guenther Transfer & Supply Co., Outagamie-st.; John Haug & Son, College-ave.; Hettner Lumber Co., Superior-st.; Ideal Lumber & Coal Co., Union-st.; Marston Bros., Oneida-st.; Henry Schabo & Son, Superior-st.

Four confectioners—A. L. Gmeiner, College-ave.; Oak's Candy store, Appleton-st.; The Palace, Ruri's Candy Store, College-ave.

One dairy products dealer—Valley Dairy Products Co., State-st.

Eight drug stores—Union Pharmacy, Appleton-st.; Bellings, R. C. Lowell & Co., Schmitz Bros., J. E. Voigt, F. G. Walker and two Druggist pharmacies, all College-ave.

Five dry goods and women's wear stores—Pettibone-Peabody Co., Goenen's, Gloudehans-Gage Co., J. C. Penney Co., Fair store, College-ave.

Four electric supply stores—Appleton Electric Co., Langstadt Electric Co., Langstadt-Meyer Co., Wilson Electric Shop, College-ave.

Four florists—Art Flower shop, Oneida-st.; Junction Greenhouse, Carver-st.; Market Garden & Floral Co., Second-ave.; Riverside Greenhouse, Bridge-st.

Two five and ten cent stores—S. S. Kresge Co., and F. W. Woolworth Co.

Two flour and feed stores—Comerford & Clark, Morrison-st.; F. W. Hauert & Son, Appleton-st.

Six fruit stores—M. Belzer, City Market & Fruit store, A. Gabriel, J. Joslyn, Lynn & Schinger, College-ave.; George Sofia, Appleton-st.

Three furniture stores—Brett Schneider Furniture Co., Saecker-Derrich Co., Wichmann Furniture Co., College-ave.

One furrier—A. Carstensen, Morrison-st.

Two general merchandise dealers—Appleton Army Store, College-ave.; Outagamie Equity Exchange, North Division-st.

Four grain dealers—Appleton Cereal Mills, College-ave.; I. D. Barton, Appleton-st.; E. Lathen Grain Co., College-ave.; Western Elevator Co., Appleton-st.

Fifty grocers—William Agon, Ryan-st.; J. P. Hartmann, Meade-st.; William Reher, Harrison-st.; William Richol, Lawest; P. N. Calmes, Second-ave.,

Chudacoff, Second-ave.; Crabb's Grocery, Carver-st.; Denov's, Oneida-st.; George Emrich, Summer-st.; J. B. Fink, Commercial-st.; William C. Fish, College-ave.; M. J. Gehin, Second-ave.; Gloudehans-Gage grocery department, College-ave.; Griesbach & Bosch, Richmond-st.; O. Grieshaber, Maple-st.; Joseph Grieshaber, Lake-st.; Henry Guckenberg, Madison-st.; L. W. Henkel, Durkee-st.; R. L. Herrmann, College-ave.; Arnold B. Hoerning, Broadway-st.; Hohn's Second-ave.; John Hollenbach, Appleton-st.; Michael Jacobs, Harrison-st.; Louis Jense, Superior-st.; Junction store, Second-st.; Harry J. Kahler, Pacific-st.; William J. Kluse, Hancock-st.; George Koehler, Elsie-st.; Luckie & Griesbach, Cherry-st.; Fred Lutz, Second-st.; L. Marugg, North-st.; Henry McGrath, College-ave.; O. J. Polym, Oneida-st.; August Rademacher, Superior-st.; H. Rademacher, Superior-st.; O. W. Rogge, Appleton-st.; Ervin Rohloff, Morrison-st.; O. J. Ruhsam, College-ave.; Schaefer Bros., College-ave.; Schell Bros., Appleton-st.; W. & B. Steeds, Superior-st.; Fred T. Stip, Lawest; Andrew Stueckel, College-ave.; Henry Techlin, Richmond-st.; Gust Tesch, Richmond-st.; Peter Traas & Co., College-ave.; William Vandenberg, Cherry-st.; Wichmann Bros., College-ave.; Cuvier Bros., College-ave.; Walter Feavel, Summer-st.; Miss Elizabeth Dorn, Story-st.

Seven hardware stores—Fox River Hardware Co., Remke & Court, Appleton-st.; A. Galpin's Sons, Hauert Hardware Co., George Schneidermeyer, Schlafer Hardware Co., Outagamie Hardware Co., College-ave.; George Lutz, Appleton-st.; William F. Radtke, College-ave.

Eight jewelry stores—A. C. Baker, Oneida-st.; M. Spector, Appleton-st.; W. H. Haskeman, P. Hyde & Co., H. A. Kamps, Henry N. Marx, Pitz & Truher, Carl P. Tenne, College-ave.

Five retail lumber dealers—Fountain Lumber Co., State-st.; Fraser Lumber & Manufacturing Co., Hettner Lumber Co., Superior-st.; H. J. Monahan, Lumber Co., College-ave.; Standard Manufacturing Co., Lawest.

Seventeen meat markets—Arnold & Vase, Appleton-st.; Boettcher Bros., George Deml, Richmond-st.; L. Bonlin, Jr., A. Giesbach, Jr., Hoffensperger Bros., Peterson & Reihelm, T. Stoffel & Son, Frank Verrier, Voelcks Bros.,

(Continued on Page 53)

NEW 200-BED HOSPITAL IS NEARING COMPLETION

Women's Activities In Appleton Center Around Large Club

ALTHOUGH Appleton Womans club is but a little more than three years old, it is rated as one of the strongest and most influential clubs in this section of the country. The Appleton women have gained the reputation of being broadminded and very progressive in the federated club circles and everywhere Appleton Womans club is looked upon as doing a community work which would serve as a goal for any club.

It was on Nov. 11, 1919, that a mass meeting of all women over 18 years of age in Appleton was called to talk over the possibility of continuing in club work the splendid cooperation which had been established in war work. A committee was appointed to draft a constitution and bylaws for the club and one month later this was accepted. Mrs. D. O. Kinsman, well known club worker in federation circles, was elected president.

RECREATION CLUB
The organization of the club into departments of work resulted in the establishment of the recreation department, which is believed to be the only one of its kind in the United States. This department through which the women provide recreation and instruction to the girls of the city requires the greatest part of funds of the club. It is because of the recreation department that the club has to go into the community each year for running expenses; all the other departments could be financed from the membership dues of the 1600 or more members.

From the outset, Appleton Womans club has had no barriers to membership either in a financial or social way. Any Appleton woman who would pay her dues of \$1 a year and would signify her wish to become a member was eligible to membership which entitled her to every privilege of the club. No woman in Appleton has ever been denied membership to the club, a record which few organizations can rival. So democratic is the membership that last fall an actual house to house canvass was made to give every woman an invitation to join the club, get into its activities and have their benefits.

At the time of the campaign for funds to run the club, members are solicited but it is understood that only those who can afford to pay more are urged to do so. Each year the club has asked the community for \$10,000, but this goal has never been reached.

After three years of activities in five departments including the unique recreation department, the home economics department which has studied various phases of home problems, the music department which has done much to promote musical interests in the community, the civic department which has studied city government and city problems and the city beautiful department, which has striven to awaken a sense of pride in beautiful Appleton, and the health department which has brought baby clinics, the club has found itself desperately in need of a building. With characteristic unselfishness, the women of the club and the girls of the recreation department have set about raising the funds for this building. A special building committee of 100 of the most active members of the club is doing everything in its power to raise sums, large and small, for the fund. In the meantime, the executive board of this committee is casting about for a suitable location and proper building which comes within the reach of the club and community pocket book.

EMPLOY TWO DIRECTORS
Miss Constance Johnson was made the recreational director of the club in July, 1920 and by September, a physical director was employed. The first one was Miss Isabel McKee who remained in Appleton a year. By September 1, the rooms had been fitted up in Appleton hotel and the club program was begun. The recreational department was organized into various clubs and classes, which met afternoons and evenings, while the other departments and the club itself had meetings twice a month. Miss Martha Chandler is now recreational director and Miss Emily Adams physical director.

The ideal of the recreation department is to furnish clean, wholesome recreation and play for its members by providing physical exercise and mental diversion for them. By means of the clubs and classes, the girls are able to get the group spirit and to feel themselves a part of a unit, but each girl is also considered as an individual in order that the department

may fill her special needs. At the end of the second year, Miss Eleanor Halls was employed as stenographer and has combined that position with work for young girls.

On the board of directors of the club are found prominent women representing Catholic, Protestant and Jewish denominations who work side by side for the welfare of the club and the community. This board is made up of the chairman of departments and standing committees, of officers and directors elected at large and to this board is submitted all the business of the club. When the board has passed upon it, all business is then referred to the general club meetings.

MEET ONCE A MONTH
At the end of the club year of 1921-22, there was put on foot in the city an effort to limit the number of meetings in order that women and men, especially fathers and mothers, might have more time at home. As a pioneer in all such movements, the regular and department meetings of Appleton Womans club were limited to one meeting a month. Although the "stay at home" movement did not get universal recognition in Appleton, the largest club in the city gave it ready backing.

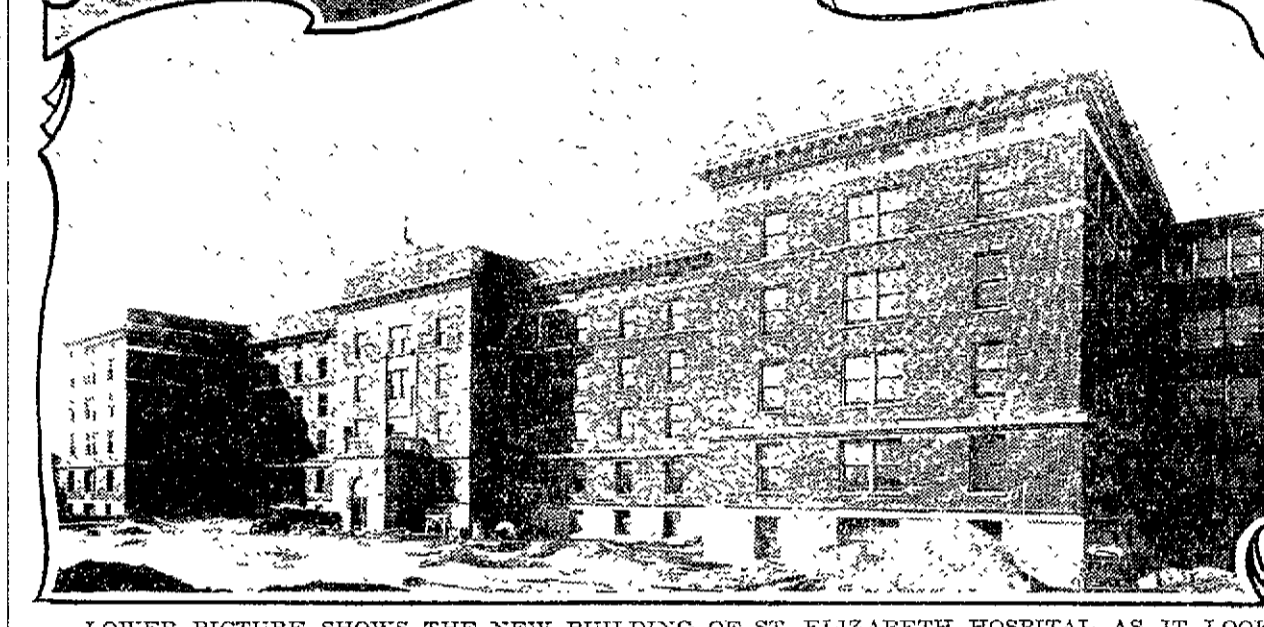
The membership of the club at present is 1640 adults and 11 junior members. This is not the largest membership that the club has had,

but certainly the most active and loyal. At the end of the first year, more than 1,300 women had become members of the club, but since that

time many have dropped out and new ones taken their place. Mrs. Stephen Rosebush is the president, having been elected for another term at the March election.

G. M. Schumaker was forced to resign because of ill health, and having been elected for another term at the March election.

ST. ELIZABETH HOSPITAL



LOWER PICTURE SHOWS THE NEW BUILDING OF ST. ELIZABETH HOSPITAL AS IT LOOKS FROM THE SOUTH, AND THE UPPER PICTURE SHOWS THE MAIN CORRIDOR ON THE SECOND FLOOR, STILL UNDER CONSTRUCTION.

\$700,000 Structure, Built By Central Fox River Valley, Will Be Ready For Occupancy By Fall

WHEN the new addition to St. Elizabeth hospital is finished during the summer, Appleton people who are in need of medical attention in a hospital will have every convenience found in the largest cities. In the new structure arrangements are being made for 200 beds in addition to the 75 which are now used in the building which was erected in 1900.

At the present time, when there is much sickness and many accidents the hospital accommodates 80 patients, although the building was planned for but 50, a large number for a city the size of Appleton in 1900. The only thing which hinders hospital

service in Appleton is lack of space and many cases which could be handled here as well as in any other hospital cannot be arranged for.

St. Elizabeth hospital is rated by the American Medical society as a Class A institution, which means that the Franciscan sisters have so equipped and managed the hospital here that it has all the requirements for the best standard of hospital. Inspectors from the society visit each hospital, inspect its equipment, its records and its personnel and rate it accordingly.

MATERNITY HOSPITAL

Every kind of case can be handled in the hospital here at the present time and in the new building many added facilities will make the work of even greater magnitude. Few obstetrical cases are handled in St. Elizabeth hospital at the present time, but a small maternity hospital is conducted by Mrs. Julia Riley at 537 Washington-st where such cases are handled. When there is more room in the larger hospital, it will be possible to arrange a complete obstetrical department with a special nurse and assistants in charge.

All laboratory work which the cases require can be done in the completely equipped laboratory maintained in the hospital. A nurse who has been especially trained for this work is in charge and devotes all of her time to laboratory studies.

LARGE MEDICAL STAFF

Doctors who belong to the Outagamie County Medical society compose the staff. They meet once a month to discuss hospital problems and cases, thus giving the patients the benefit of consultation. This staff offers splendid opportunity for the increase of medical facilities in the county.

That there will be more room for patients from the surrounding country when the new addition is completed is the opinion of the sisters. Because of the lack of room, only those cases have been brought to this hospital from out in the county which could not possibly be taken care of at home. Others who will benefit from hospital care will be given a chance to have treatment.

For sometime St. Elizabeth hospital also had some government patients. These have all been transferred to

other hospitals which are rated as government hospitals.

PERMANENT RECORDS
Complete sets of records of the cases are kept in the hospital and these records are permanent. They are indexed so as to be of greatest value to doctors and nurses.

At the present time, there are 15 nurses at the hospital who do nursing and several others who take care of various departments of work. Graduate nurses are employed to assist the nurses when they are needed and there are always several on private duty nursing. At least ten or twelve maids are necessary to assist with the work about the place. The new heating equipment is in use and requires a day and night fireman. Other men are employed about the grounds as gardener and janitor.

MANY OPERATING ROOMS

While the operating room facilities of the present hospital have been adequate for the size of the building, the new building will have several rooms arranged for specialized work. There will be the special nose and throat room, a dental room, a dark room for special work, the ceptic operating room and three major operating rooms.

Rooms in the new part of the hospital will be equipped with all the modern conveniences including telephones with a central switchboard. Many of the rooms are equipped with private bathrooms and there are several suites of rooms for patient and special nurse. On all three floors, at the east and west ends, there have been erected large sun parlors where the convalescent patients will be able to enjoy the sunlight and fresh air before they are able to leave the hospital.

It was about 22 years ago that the first Franciscan nuns were sent from the motherhouse at St. Louis to establish a hospital here. Three of them began their work in a frame building on the present site and the corner stone of the building now in use was laid in 1900. At that time, the hospital was planned to take care of 50 patients at one time and that was considered a large number for Appleton. The building has been filled to capacity for many years and for several years has been crowded.

Have You Tried a Box of Our Famous Bitter Sweets?

Regarding Confections—
The Name "Burt's" Means The Same to Candy as Sterling Does To Silver

WHY You Should Trade at Burt's BECAUSE

We Aim To Please.
We conform with all requirements of the Pure Food Laws.
We do everything within our power to add to the pleasure of our patrons.
We originate; others imitate.

We have lowest prices, highest quality, prompt service.
We appreciate your patronage.
Our store is a credit and Boost to the City.
It Pleases Us to Please You.

Appleton

BURT'S

"FORMERLY THE PRINCESS"

Neenah

APPLETON BOASTS MODEL FILTRATION SYSTEM

\$883,000 Plant Has Pumping Capacity Of 10 Million Gallons

Filter Tanks And Aeration Process Assure Abundance Of Pure Water For Appleton

APPLETON has a system of waterworks that is an object of interest for all visitors. Delegations of distant cities come here to inspect the pumping, filtration and aeration systems. The local waterworks are municipally owned, having been taken over by the city on Dec. 1, 1914, on the authority of the railroad rate commission of Wisconsin and a referendum vote of the people in the city. The price as fixed by the commission was \$255,000 which was raised through an issue of 4½ per cent bonds. Because the plant was sorely in need of repair, a municipal bond issue of \$300,000 was floated for the construction of a modern pumping station and filtration plant. An issue of \$75,000 was floated for improvement.

The municipal debt on the waterworks is being paid off at the rate of \$20,000 a year out of the general city funds, while the interest on the bonds, together with taxes and depreciation on the utility, are paid out of the earnings of the waterworks. On March, 1922, the value of the utility was \$883,303.23, and the bonded indebtedness was \$394,000. The utility is now paying the city 5 per cent interest on its investment. It has also built up a depreciation reserve fund of \$61,069 on which it is drawing interest. The bonds will be fully retired by 1932.

Adequate fire protection and a generous water supply for industrial and domestic use is made possible by the modern pumping station. It is equipped with two 225 horsepower Deisel engines connected with two Dean double-acting triplex pumps, each having a pumping capacity of 2,000,000 gallons of water in 24 hours. An emergency electric pumping outfit, manufactured by the Haydon Pump & Blower Co., Appleton, gives the plant additional pumping capacity of 2,000,000, or a total capacity of 10,000,000 gallons.

Pumping is in operation only for 7 hours a day, leaving a shut down period of seven hours a day during

which the reserve supply in the standpipe is used.

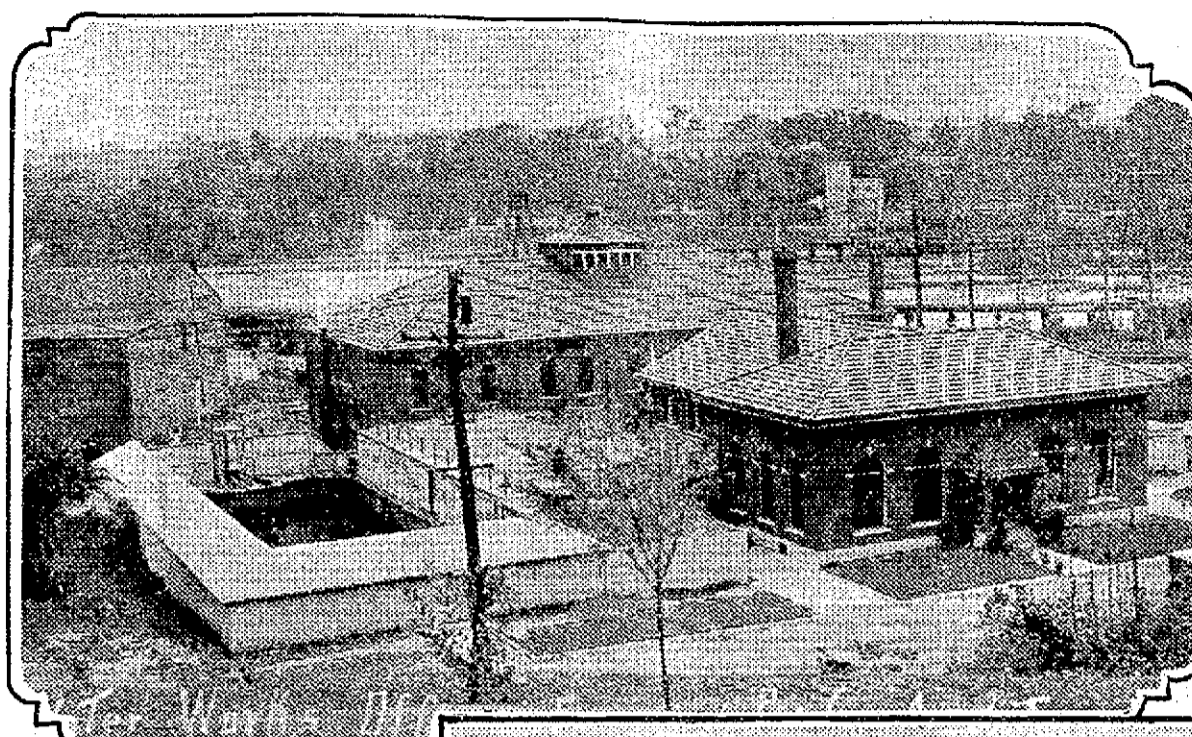
A reserve is furnished by a standpipe with a 500,000 gallon capacity. All water not actually consumed finds its way into the standpipe daily, thereby making a saving in pump operation. This quantity in the standpipe will supply the domestic requirements of the city for about eight hours, and is usually used at night.

In addition to this reserve, a covered reservoir of 2,500,000 gallon capacity located at the plant on Prospect-st is kept full at all times for emergency such as a large conflagration when the filter capacity would be insufficient to supply the water necessary for the fire and for domestic consumption. At other times the water is used for washing the filters. The total filter capacity of the filtration plant is 4,000,000 gallons a day, but in an emergency, by utilizing the supply of 2,500,000 gallons in the reservoir, the city has available for fire protection 6,500,000 gallons of water, which is amply sufficient for the city's needs.

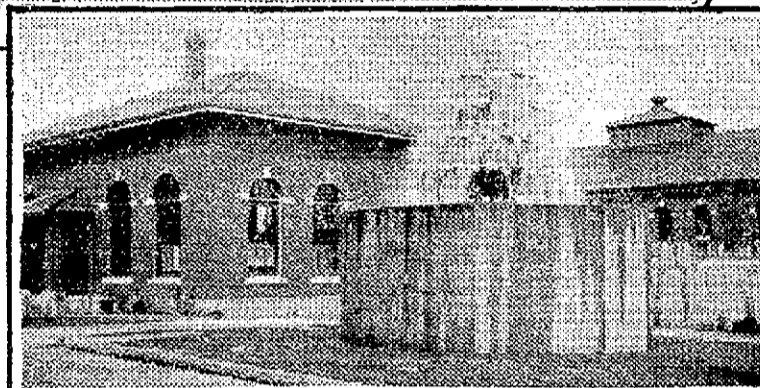
WATER IS AERATED

The filtration system consists of four 1,000,000-gallon filter units of the Jewel type. All water is chemically

APPLETON'S FILTRATION PLANT



UPPER PICTURE SHOWS THE APPLETON WATERWORKS PLANT WITH MUNICIPAL SWIMMING POOL. LOWER RIGHT SHOWS THE AERATOR WHICH REMOVES OBJECTIONABLE ODORS FROM THE WATER.



treated and aerated, thus furnishing the consumers pure, clear, odorless palatable water. The aeration process sprays the water in the air before it is filtered, by which process the water absorbs the necessary oxygen to give it life.

A plant superintendent sees that the filter units, settling basin, chlorine machines and hydraulic valves are kept in constant repair. The process of filtration is under the supervision of the chemist, who makes daily chemical tests to determine the alkalinity, color, turbidity, odor, taste and residual chlorine in the water and treats the water accordingly to correct it. Bacteriological tests are made to determine its purity.

The distribution system consists of 54½ miles of mains of various sizes, and several more miles will be added by the department this year. All industrial as well as domestic services are metered which prevents waste and means a saving in operating costs. Pressure is kept at 55 pounds for

domestic and 85 to 100 pounds for fire service.

PAY FOR PROTECTION

All main extensions are made by the distribution system crews, although the trenching is done by contract. The city of Appleton, as a municipality, pays the utility a service charge of \$34,000 a year for fire protection, that is, for the use of hydrants and water for extinguishing fires.

Laying of mains is accompanied by a systematic inspection of all joints, hydrants, connections, sleeves, etc., to prevent poor work and subsequent water leakage. Each main extension is thoroughly tested for tightness of joints before the trenches are filled.

Maps of the location of all mains, extensions, valves, etc., are on file in the water department records.

A system of rates, ordered by the railroad rate commission, is in effect here which is sufficient on which to derive profit and yet not higher than the average rates. No free service is furnished any of the public buildings.

The affairs of the utility are administered by a nonpartisan commission of five members appointed by the common council. The commission has the supervision of the maintenance and operation of the waterworks system and makes extensions and additions upon the order and appropriation of funds by the common council.

17,523 Volumes On Shelves Of Appleton Public Library

APPLETON'S public library is now and has been a municipally owned and supported institution since a few months after its foundation 26 years ago. At the present time, 4107 adults and 1761 children make use of the 17,523 volumes in the collection and five librarians take care of the needs of these people, offering them help in many ways to increase their pleasure from books and magazines.

It was Oct. 2, 1896 that a group of public spirited Appleton people formed the Free Reading Room association. This project was financed by popular subscription and donations of money and books. William Brown was appointed to preside over the collection of books, but within a few months the city agreed to take over the reading room. Consequently the Appleton Free Public Library came into existence in 1898 with Miss Agnes Dwight of Evanston, Ill., in charge.

LOT IS DONATED

The old Y. M. C. A. association gave to the city the present site of the library building, which was then known as the Congregational church lot. The site was given with the understanding that the city clear a small mortgage on the property and that the building to be erected would be used for library purposes. The city agreed with the understanding that the upper floor would be used for city offices, and consequently the corner stone of the present building was laid on July 4, 1899.

The first library board included J. T. Reeve, D. C. Jones, F. S. Bradford, Miss Carrie Morgan, Gustave Keller, Lyman Barnes, William Barron and Henry Kreiss. Mr. Jones was the first president. He was followed by Orlando Clark who was succeeded by F. J. Harwood. Thomas H. Ryan now is president. In the history of the library, there have been but three librarians, Miss Dwight who remained from the opening of the institution to May, 1919, Miss Ruth McCullough who remained in Appleton for eight months and Miss Florence Day, the present librarian.

\$12,000 APPROPRIATION

It costs the city only \$12,000 a year for the upkeep of the library, including the salary of the librarian and four assistants, a page and a part time janitor, the purchase of all books and supplies and the repairs which are

necessary to keep the library up-to-date. The light and heat for the building are furnished by the city and there is of course, no rent to pay. Miss Dwight made a remarkable record with her largest annual appropriation from the council of only \$4,000.

The library offers practically all of the services to be had in organizations in cities larger than Appleton. Although there is no county aid for this library, there are 281 borrowers who live in Outagamie county outside the city limits. There are also 24

outside of the county. A charge is made for service to borrowers outside the city since the library is a municipal institution.

The present staff includes Miss Day as librarian, Miss Mary DeYoung, Miss Bernice Shoettler, Miss Alvina Ahl and Mrs. Florian Harriman as assistants. Although the library has been departmentalized and each has charge of a certain part of the work, it has been impossible to put each person entirely in charge of one type of work with nothing but that to do.

Good Advice

To be a real success in life,
Your judgments must be
sound,
Be sure to pick the proper
wife—
There Happiness is found.
Be shrewd, but honest, put
away
Your troubles with a song:
Eat Oaks' Candy ev'ry day
And you can not go wrong.

OAKS

(Established 1885)

NEXT DOOR TO HOTEL APPLETON

The Only Exclusive Funeral Home In The Central Fox River Valley Where We Offer Our Services In Time Of Sorrow

With the same thoughtful care a member of your own family would give, we arrange all matters, refraining from undue expenditure where circumstances advise it, but always maintaining a beauty and dignity in this last solemn rite.

Because we are called on for aid and advice in the time of sorrow, we would feel ourselves unworthy of our calling if we did not do all in our power to relieve you of trying details and arrangements.

Our complete modern equipment is placed at your service, whether you have decided upon an unlimited or very moderate expenditure. Our home, beautiful with a simplicity and subdued quiet, lends a solemnity to this sacred occasion.

The Modern Funeral Director, having emerged from the artisan and tradesman class, takes his rightful place with the other professional men. But you will find in a majority of cases that although he has raised the standard of his profession to a really imposing height, he is still rendering the friendly, personal service that smooths over the rough spots that Death leaves behind.

Our service is typical of this new and better kind of Funeral Directing.

The Home as well as Our Aid in Managing The Countless Trying Details is Placed Freely at Your Service.
You Need Only Phone Us—We Will Take Charge of All Matters, Carefully Following Your Suggestions in Every Respect.

FUNERAL HOME

Corner Oneida and Franklin Streets

V. L. BEYER, Director

Phone 583 — Appleton

APPLETON HAS HONORABLE MILITARY HISTORY

Thousands Of Patriotic Men And Women Have Gone Forth From City And County To Do Their "Bit" In Nation's Defense

Appleton Military Units Fought In Many Major Engagements Of Recent World War

APPLETON and Outagamie-co. have been the scene of thrilling days of nearly every war this nation has had, and the very soil of this locality has been soaked with the blood of pre-civilization warriors.

It was the battleground of many an Indian war, for the inter-related Sacs and Foxes, (otherwise known as the Ozaukis and Outagamies) who inhabited this region, were among the most savage and warlike tribes in the West.

A Fox Indian village in Grand Chure near Little Lake Butte des Morts was sacked in 1730 by Ensign Perriere Marin and his company of French militia from Green Bay who had come to the assistance of the Winnebagoes. About 4,000 Indian warriors, women and children were killed.

By the conquest of Canada, the Fox River valley passed in 1760 from the French into the hands of the British, but not without a struggle on the part of the Indians and French settlers who were led in battle by De Laigle of Green Bay, first settler of Wisconsin.

INDIANS WITH BRITISH
After the American Revolution this territory fell into the possession of Colonists. Yet both in this war and the War of 1812 the Indians of Wisconsin were on the side of the British. Even the Black Hawk war was started by the Sacs and Foxes who had migrated to Illinois.

Outagamie-co had among its first settlers men who had served in the War of 1812, and it has been maintained that there were some who had fought also in the cause of the Colon-

ies during the Revolution. It is quite certain that soldiers who had served in the War with Mexico later settled in this locality.

As to the soldiers this county gave in the cause of later wars, it is a fact worth of commemoration that, although this county polled less than 1,000 votes in 1860, yet 1,000 men went from the county to battle for the Union in the Civil war. The number of men who left to fight in the Spanish-American war in 1898 were approximately 250. In the World war the county gave up about 2,000 service men.

EARLY MILITARY UNITS
Parts of Outagamie-co were included in three Brown-co militia districts of pre-Civil war days—in 1845. These were Company E, Company F and Company G districts. In the year 1856 a beginning was made in the formation of an independent company at Appleton. Four years later 40 Lawrence college students formed an independent company with Prof. E. F. Fletschke, captain, and Prof. Henry Pomeroy, lieutenant.

When Civil war clouds began to gather, a bill was in January, 1861 introduced in the legislature placing the state militia on a war footing. Anxious eyes were directed toward Washington in February after the failure of the peace commission and the formation of a confederation in the South.

While war talk was on every tongue a notice appeared in the Appleton Crescent on March 30 calling upon all able-bodied men between the ages of 18 and 45 who were willing to stand by the Union to hand in their names. The news of the fall of Fort Sumter stirred the citizens as never before, and a mass meeting was held in Adkins hall to voice the sentiments of the community.

FORM UNION GUARDS
Organization of the Union Guards was begun. Two other military companies were organized at once, the Appleton Guards and the "Silver Guards" the latter being a home guard. The Appleton Guards elected

E. F. Fletschke, captain, and T. R. Budd, J. H. Marston and Henry Turner, lieutenants. Recruiting continued in the Union Guards, or Appleton Invincibles, under command of Samuel Ryan, Jr., editor of the Crescent.

Capt. Fletschke's company lacked a few men of its quota to win a place in the Fifth regiment and therefore disbanded, leaving some of the members to enlist in Chicago and another large group to join Capt. Bragg's Rifles, Sixth regiment, at Fond du Lac. After farewell services in the Methodist church, June 30, and elaborate ceremonies in the park, the boys under command of Lieut. Marston were conducted amid cheers and music to the train the next day.

DRAGOONS ORGANIZED
Another company was organized by Col. Pomeroy of Lawrence college and later editor of the Post, who left with his first detachment in September to join Daniel's cavalry regiment at Ripon. During the summer about 15 local musicians joined the Sixth regimental band. A union was effected between the Oshkosh Wolf River Rifles and the Appleton Invincibles, but this company disbanded also after leaving for camp, and its commander, Samuel Ryan, enlisted in the Third cavalry regiment at Janesville. Theodore Conkey was tendered a captaincy in this regiment, and organized the Appleton Dragoons which he took to Janesville in January, 1862.

Capt. Welcome Hyde organized the Doran Guards for the Seventeenth regiment at this time. Capt. John Jewett, Sr. also raised a company of volunteers who were assigned to the Twenty-First regiment. He died in the service. Another company, the "Outagamie Tigers," organized by Capt. George Wood, was attached to the Thirty-Second regiment. Recruiting also began in Appleton for the United States army. The Rev. Samuel Fallows of Lawrence college, later a celebrated bishop, was commissioned colonel of the Forty-Ninth regiment. In the last year of the war a company was formed largely of Lawrence students for the Forty-First regiment.

Women of the locality did their bit through organizations for the comfort of the soldiers and their families. The county and city appropriated money for them.

News came from the front often

telling of the gallant action of local soldiers. Success of the Union armies at Charleston and Richmond in February and March, 1865 and the capture of Lee in April was celebrated with cannon salutes, ringing of bells, music, parades, bonfires and general merrymaking. The war was practically over.

Lincoln's assassination the same month turned joy into grief. Business houses closed, bells tolled, memorial services were held and the whole city was draped in mourning.

In May the soldiers began to arrive home and were welcomed home with feasting and many elaborate ceremonies. Raising money for soldiers' homes was under way. The community fell in with the observance of Memorial day to commemorate the heroes of the war. In February 1884, the veterans organized a post of the Grand Army of the Republic and named it in honor of George D. Eggleston who was one of the first to die in action.

NEW COMPANY FORMED
In July, 1881, a militia company was organized in Appleton under the direction of Col. Samuel Ryan, judge advocate. It became Company G, Second Wisconsin regiment, Wisconsin National guard. The first officers were J. H. Marston, captain; H. C. Sloan, first lieutenant; D. C. Taver, second lieutenant; Dr. J. T. Reese, surgeon; Rev. J. B. Andrews, chaplain.

New war clouds began to gather as a result of the sinking of the Maine at Cuba in February, 1898. Reinhart Grupp, a coal passer and an Appleton boy, was killed on that ship. Company G was ready for service in the war with Spain. A war meeting was held in the armory at which a number of Civil War veterans were speakers.

On April 28, 1898, at 3.15, the bells were rung and whistles were blown and everybody was aroused from slumber. Company G had received orders to move to the camp of mobilization. Volunteers were summoned to be ready. At 10 o'clock the order to fall in was given the 60 trained men and 30 recruits and the company marched to the depot amid the cheers and tears of friends and relatives. The officers of the company were Hugh E. Pomeroy, captain; Maurice S. Peerenboom, first lieutenant; William H. Zuehlke, second lieutenant.

(Continued on page 59)

Growing With The Community

Over thirty years ago, in their present location, Voecks Bros. started their first Meat Market. Their one idea was — to build a successful business, and to build it by dealing in quality products only. Even through these late years of modern merchandising, when most business houses, one endeavor is to acquire volume, Voecks Bros. have rigidly adhered to the policy set over thirty years ago, never to let quality suffer in the frantic scramble for volume.

Through this policy they have reached the goal of success. SLOWLY AND SURELY BUILDING A PATRONAGE that appreciates the true value of quality. Some of the patrons that traded at this shop over thirty years ago, are still buying Meat every day from Voecks Bros. ISN'T THAT A PROOF OF SATISFACTION?

Voecks Bros.

"You Know The Place"

Many and varied have been the changes in the business life of Appleton since our founding eighteen years ago this month.

Our policy, we believe, of courteous and prompt service has been instrumental in maintaining our busy store during these eighteen years.

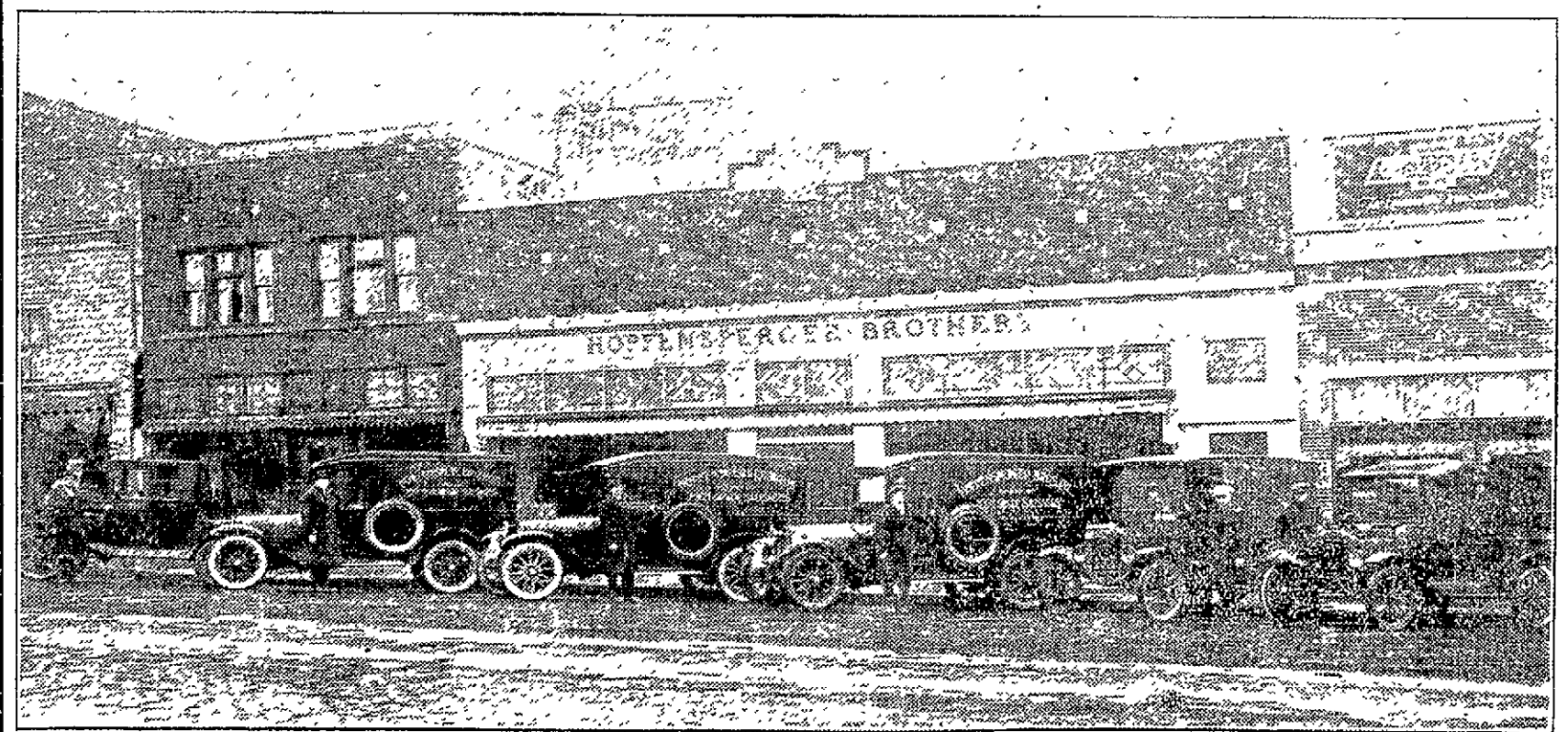
Consistently we have striven to develop our business along lines calculated to merit the confidence of the public.

We are the pioneers among drug stores of this city in the handling of Kodaks and the first to maintain a Kodak Finishing Department. We were also the first drug store to carry a complete line of Barber Supplies and the only Drug Store in the city having a Druggist Optician.

An enduring business is built upon the firm foundations of service and quality merchandise, which obtains the confidence of the public and we look with pride upon the eighteen years of successful business as the justification of these principles.

The first Drug Store in Appleton to retail Brick Ice Cream.

Voigt's Drug Store



The Main Market and Sausage Factory

Delivery Trucks and Salesmen's Cars

HOPFENSPERGER BROS., INC.

940-942 College Avenue

APPLETON, WISCONSIN

Branch Market
Second Ave. and Superior St.
APPLETON

Branch Market
210 Main Street
MENASHA, WIS.

80 PER CENT OF MEN HERE ARE LODGE MEMBERS

6 Fraternal Orders Own Their Homes

Masonic Order to Build Beautiful Temple in Near Future

THAT there are many lodges with a large membership in Appleton is recognized by everyone, but few people know that 80 per cent of all the men in Appleton belong to fraternal organizations. Men who have been in lodges for years and are members of several made the estimate and one man whose experience is large insists that a canvass of the city would show that there is scarcely a home where the men folks are not members of one lodge or another. A few prominent club members have put the figure even higher than that.

Appleton as a city has several splendid club houses and is in the way of having at least two more within a short time. Most of the organizations have clubhouse plans which will materialize in the future. The largest club house in the city belongs to the Elks club which has a membership of more than 600, making it the largest lodge in the city. This club has recently celebrated its twenty-fifth anniversary and the tenth anniversary of the establishment of its club house. At the time of the dedication, the building which is at 567-569 Appleton-st was valued at \$45,000 but property now is much more valuable. The building is well equipped with lodge rooms, billiard pool and bowling facilities and has one of the finest ball rooms in the city. This ball room is the scene of many of Appleton's prettiest parties.

EAGLES ARE NEXT

The next lodge in point of size is the Eagleerie which has a membership of something over 600. This lodge is an important factor in the life of many of the laboring and some of the professional men. Its club house at 775 Washington-st was formerly known as Harmonie hall and was purchased on June 1, 1912. Since the establishment of this place as club headquarters, the building has been equipped with lodge rooms, lounging rooms, and is the home of some of the best bowling alleys in the city.

One of the Catholic organizations

TWO SPLENDID FRATERNAL BUILDINGS



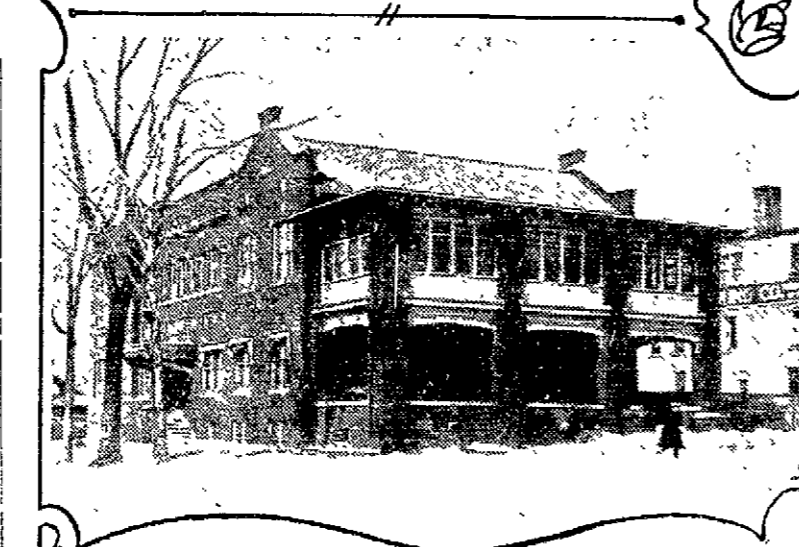
is the next in point of size and also maintains a club house for its members. The Catholic Order of Foresters has a membership in Appleton of 522 and through the Forester Home association has established what is known as Forester home at 556 Washington-st. This was formerly one of the large residences in the city and has besides a lodge room, parlors and committee rooms which are used by the lodge, by the Women's Catholic Order of Foresters and by the Ladies Auxiliary to the Catholic Order of Foresters. The association which owns the home is made up of members of the order who purchased the property because of the high cost ruling that none of the chapters of this lodge may own property.

THREE NEW CLUBHOUSES

Two lodges have made plans for their club houses in the near future. The Masonic order is making preparations for its temple which will be built on the corner of Collegeave and Drew-st this year. The Knights of Pythias have but recently purchased the Methodist church building at the corner of Morrison and Lawrence-sts and will remodel it for their own purposes at the end of two years when they will be given possession.

The Loyal Order of Moose recently purchased the Bushey Business college for club purposes.

Proposed plans of the Masonic temple for which bids were opened on April 20 show it to be an L shaped building, which will be made of the natural lime stone with rough finish of which many Appleton buildings have already been built.



UPPER PICTURE SHOWS THE PROPOSED NEW MASONIC TEMPLE AND THE LOWER PICTURE SHOWS THE ELKS CLUBHOUSE.

One wing of the L will be 105 feet long and the other 60 feet long. The width of the wings will be 45 feet. The north section will contain the Masonic lodge rooms, the banquet hall and a ball room in the basement, while the south section will have the ladies' parlor, the smoking room, boys' clubrooms and rooms for auxiliary lodges. No estimate on the approximate cost of the building was given out by the committee in charge before the bids were in. There are 375 members in the Blue lodge in Appleton, but there are many Masons

in the city who have not affiliated here. There is a recently organized DeMolay chapter with 35 members and a large number of the members of the Blue Lodge belong to other lodges in the order.

MAKES MANY CHANGES

Although the Knights of Pythias have a membership of but 160, the lodge has extensive plans for its club house when the church is vacated. The building will be remodeled inside and out. The steeple will be removed and the exterior changed to

(Continued on page 56)

Lawrence Has Had Great Influence On Cultural Life Of People Of Appleton

WHAT Lawrence has done for Appleton in a cultural way is an enormous thing, but so intangible as to be impossible to estimate. President Samuel Plantz declared recently while discussing the way in which the history and development of the college has been bound up with the history and development of the city. "The number of Appleton people who have gone to school here is large. They have had an influence on the growth of the city and their children have had and will have an influence."

Surely the intellectual life of the city is greatly indebted to the college which makes it possible for many educators and lecturers to come to Appleton. It is safe to say that there is scarcely a club or an organization in the city which does not have former Lawrence students or Lawrence graduates in its number. These people were trained at Lawrence for the work which they are able to do.

COME BACK TO APPLETON

Many of the Lawrence graduates who have returned to Appleton to make their home will tell of the fascination that Appleton has always had for them as a place to live. They go to their own towns from Appleton and find everything so different and when the opportunity offers for them to come to Appleton, they come.

A large number of Lawrence graduates have influenced the thought of the city because they have taught in the public schools in this city. Teachers in the college and at the conservatory have had a great influence on the life of the city. Some of these who are no longer on the staff include:

Henry Pomeroy, Henry Lummis, John Sylvester, Mrs. Ella M. Botten, Dr. and Mrs. Charles W. Treat, Charles O. Merica, Rabbi E. Gerechter, Miss Mabel Eddy, Otto Mead, Miss Emma K. Corkhill, John S. Gurnes, Miss Myrtle Hart, William Harper, John S. Vaughn, Mrs. Josephine Retz Gurnes, Miss Mildred F. Valle, Mrs. Lydia Dunn, Mark S. Catlin, Edgar Swazelon, Lester B. Rogers, M. Lyle Spencer, Mrs. Ruby E. Ledward, Mrs. Clara H. Fairfield, Adam C. Remley, Mrs. Georgia Hackworthy, Poppe, Frederick Vance

Evans, John S. Custer, Thomas W. B. Crafer, Mrs. Nettie Steininger, Fulmwidder, Miss Louise Dudley, Harry W. Gochmayer, Miss Ariel McNaughton, Frederick W. Poppe, Mrs. Daisy Ingrid McPherson, Mrs. Helen Hoyt Weber, Cleveland Rohner, Dr. and Mrs. Charles Rottell, Mrs. Beale Housel, Mrs. Alma Hays Reed, Lee C. Rusey, Mrs. D. O. Kinsman,

Miss Ruth Schumaker and Mrs. Elmer Berger.

PUBLICITY FOR CITY

According to Dr. Plantz, the professors who are in the college at the present time play an important part in the life of the city. Many of them present programs for the various clubs in the city and in the state.

Nearly every professor has several speaking engagements outside of the city. When Dr. Plantz was celebrating his twenty-fifth anniversary, he estimated that he had made 2200 speeches concerning the college, which consequently meant publicity for the city in which the college is located.

Way Back in 1888

J. J. Hauert entered the hardware business. In a little store on the corner of College Ave. and Walnut St., this now modern institution found its beginning. Through honest dealing, quality merchandise and fair prices this business grew to such a large extent that it became necessary to find larger quarters. In 1892, J. J. Hauert and his partner moved into their large building at 877 College Ave. Three years later J. J. Hauert bought out the interest of his partner and personally guided the policy of the business until 1921.

In 1921, J. J. Hauert and his sons incorporated under the name of Hauert Hdwe. Co. by which this store is now known. Look back, you'll see 35 years of constant growth and expansion. This growth for such a long period of time, can only come from the most reliable business transactions.

Hauert Hardware Co.

"THE HOME OF ALCAZAR STOVES"

Phone 185

877 College Ave.

On August 1st 1920 Larsen and Sparling Came to Town

They found a city, a beautiful city, much in need of GENUINE FRENCH DRY CLEANING. They located at 735 College Avenue in The Dry Cleaning Business.

They were both perfect strangers, didn't know a solitary soul but they did know their business. Appleton, a city close on to 20,000 people with a suburban territory approximating 40,000 more people were having their Cleaning Needs cared for by three cleaning establishments.

BUT NO CLEANER'S NAPHTHA WAS AVAILABLE IN THE CITY! But Larsen & Sparling stayed—and in 10 days they were giving the community Odorless French Dry Cleaning. FOR, ON AUGUST 11th, 1920, CLEANER'S NAPHTHA CAME TO TOWN.

A COMMUNITY'S APPROVAL IS MEASURED BY ITS CONFIDENCE and the necessity of ever-increasing equipment and floor space is reason enough for the big "B."

BEST BIGGEST Cleaners in Valley
NOVELTY CLEANERS AND DYERS

735 COLLEGE AVENUE

Real Good Things Are Long Remembered —and Food Is No Exception

Wherever you go, when meal time comes, the old query always arises—"Where's a good place to eat?" We do like good dishes, tastily prepared and appetizingly served. If we have a hankering for a Steak Dinner, it must be fresh and tender, fried or grilled to the right turn and properly seasoned. So it goes with every dish our appetite craves, we like to be able to TASTE WHAT WE EAT to distinguish what we are eating without being guided solely on what the menu tells us the dish is. We all are willing to go a little out of the way to find a Restaurant of this kind, for good things of any sort make a lasting, favorable impression. Add to this cuisine reputation, a quiet simplicity and an atmosphere of refinement and the Secret of a restaurant's popularity is disclosed.

SUCH A PLACE IN APPLETON IS

Vermeulen's THE Tea Room of Appleton

1923 PROMISES TO BE RECORD YEAR FOR BUILDING

New Construction This Year Will Be In The Neighborhood Of \$3,000,000, Survey Indicates

APPLETON is entering upon a prosperous year of building that bids well to surpass even the banner year of 1922 which saw the construction of approximately \$2,500,000 worth of new buildings.

The outlook, according to contractors, lumbermen and real estate dealers, is unusually bright. If the plans of the city council, the board of education, several churches, fraternal organizations, Y. M. C. A., Lawrence college and various business institutions mature, an investment of more than \$2,000,000 may be looked for in that field alone.

As to home building, already the number of applications received by local financial institutions for that purpose as well as the number of orders received by the lumber companies up to March 24, indicates that more homes will be built this year than in the record breaking year of 1922. If 212 homes were built in that year, it is not too unreasonable to expect that probably 250 will be erected this year, in the opinion of real estate men.

This summer will see the completion of the largest item of last year's building program, the construction of the new building of St. Elizabeth hospital. When completed the building will represent an expenditure of approximately \$600,000. This four-story structure will add to the hospital about 200 more beds and provide it with the most modern equipment.

Among the larger items of this year's building program are Appleton's two proposed junior high schools, one of which is to be built in the northeast end of the city and the other in the west end. The sites have practically been chosen and the common council has already authorized a bond issue of \$125,000 for financing the construction. The schools will have a capacity of 600 pupils each.

The people of Appleton having already voted for the building of a semi-low level bridge at Lawrence and a viaduct at Cherry-st, these structures will be an important part of the building program. The bridges will cost in the neighborhood of \$300,000.

The bridge at Lawrence will be of concrete, that at Cherry-st will be of steel.

One of the finest buildings in the city as well as one of the most beautiful fraternal buildings in the state will be the new Masonic temple at College-ave and Drew-st. It will cost approximately \$135,000 and will be built of brick with stone facing, along the line of Tudor style of architecture.

Another fraternal building, \$50,000 brick addition to the Eagle hall will provide that order with additional clubhouse and lodge facilities.

A third fraternal organization, the Knights of Pythias, have purchased the First Methodist church building, which they will remodel at some future date with considerable expense.

\$150,000 AT COLLEGE

Another large building plan that may become a reality either this year or next spring is the contemplated Lawrence college gymnasium for which \$150,000 will be necessary and of which the students are raising \$50,000. The building will be in harmony with the other stone structures of Colonial type.

Hotel Appleton is even now constructing an eight-story addition at a cost of \$30,000 that will provide about 40 more sleeping rooms, baths and a roof garden. Greunko Brothers are the builders.

A four-story dormitory addition to the Y. M. C. A. costing approximately \$34,000 including equipment will provide 13 more sleeping rooms and additional boy's club rooms. It will be built over the swimming pool, but leaving a part of the skylight, and will close up entirely the west gap.

BIG CHURCH PLANNED

The probability of erecting a \$400,000 office building at the corner of Oneida and Washington-sts in the near future was announced by the Wisconsin Traction, Light, Heat and Power company.

Erection of a magnificent church edifice at a cost of approximately \$250,000 has been under consideration by the First Methodist congregation of this city, plans for which are now under way.

First Church of Christ, Scientist, has also announced plans for the building of a beautiful church that will seat about 500 persons.

Northern Boiler and Structural Iron works are building this year a new fire proof plant, 60 by 95 feet in size, to be equipped with all new machinery.

A two-story brick and cement building with basement will provide store space for Teinke & Court hardware store on Appleton-st and living quarters upstairs.

MAY BUILD NEW STORE

George Walsh company clothing store is contemplating the erection of a new store building on the southwest corner of College-ave and Superior-st. The lot has already been purchased.

Tschank & Christensen, furnace dealers, will have a new store on West College-ave between Locust-st and Belmont-st. It will be a two-story structure of cement blocks with a brick front, the first floor to be used for office and store, the second for living rooms.

A two-story office and warehouse, 92 by 43 feet, is to be built at Pacific and Durkee-sts by Woeltz Brothers, paper jobbers, at an approximate cost of \$25,000. It will be built partially of concrete with a red face brick.

Large as the prospective building program is, it is not, however, of such magnitude that it completely overshadows the building record of the year just past. It is to be remembered that the year 1922 was the biggest building year in the history of Appleton. The construction activities of that year represented an outlay of more than \$2,500,000, a record which ranked high with a number of American cities three, four and even five times the size of Appleton.

MILLION FOR HOMES

The largest element contributing to building enterprises last year was the construction of new homes for families who were fast being crowded out of their living quarters. The expenditures on this score aggregated more than \$1,000,000, if one computes on the basis of an average of \$5,000 for each of the 212 homes that were built. It is to be doubted whether that record was equaled by any Wisconsin cities outside of Milwaukee.

Of major importance is the five-story office building of the Aid Association for Lutherans erected at a cost of \$240,000 by the Wisconsin Construction company of Wausau.

New factories and additions amounted in the aggregate to approximately \$200,000.

The largest enterprise in this field was the erection of two buildings of

steel, brick and reinforced concrete for the Appleton Coated Paper Co. One consisting of three stories and basement, 50 by 46 feet, is intended for warehouse and shipping room purposes; the other, two stories and basement, about 120 by 72 feet, is an addition to the finishing department.

An entirely new factory was built at Appleton Junction by the Scolding Locks Hairpin company. This modern fireproof building, 200 by 40 feet has increased the capacity of the plant by about 500 per cent. A small cement block plant was built by the Automotive Regrinding and Welding Co. at the rear of the Post-Crescent-bldg. Appleton Wood Products company built a brick 40 by 50 feet addition to its plant to serve as offices, shipping rooms and warehouse. Standard Manufacturing company spent considerable money in additions to warehouse, glassroom and shipping rooms, and in remodeling the offices. Lumber additions were made to the plants of Knoke, Konz and H. J. Thoreson lumber companies. Cement block blacksmith shop was built by Joseph Alberts on West College-ave.

Those of George Koehler, Elsie-st; William Agen, Gilmore-st; Arnold flooring, Brewster-st; Chudacoff grocery, Second-ave; Young grocery, Story-st. Two other important buildings erected last year are the Riverview Country club villa and the Moses Montifiori Jewish synagogue. These two structures add nearly another \$50,000 to the total outlay for building purposes in Appleton.

WORLD'S
LARGEST
CHAIN
DEPARTMENT
STORE
ORGANIZATION

A NATION-WIDE INSTITUTION -
J.C. Penney Co.
Incorporated
371 DEPARTMENT STORES

BUYING
FOR OUR
371 STORES
ASSURES
LOWEST
PRICES

New Lutheran Aid Bldg.

Appleton, Wis.

To Mr. and Mrs. Average American, Who Deserve the Best the World Affords, This Store is Dedicated!

Whether it is a coat that protects from the below-zero weather or the chills of a Spring on Fall morning; whether it is footwear of one kind or another that fulfills the requirement of service, style, comfort, or the rigors of a work-day; whether it is heavy woolen hosiery or the clinging, silken kind; whether it is dry goods, toggery, underwear, corsets or notions—

Be it this or that in seasonable wearables, things for the home or needs of man, woman and child, it can be found here—

in styles typically American,
in quality that satisfies,
in price that gratifies,

and served to you in a manner that
ratifies the attractiveness of concentrating your buying at this Store.

To you and to the members of more than a million households it serves, this Nation-Wide Institution dedicates its efforts to provide better merchandise at lowest possible prices.

J.C. Penney Co.



GEENEN'S IN 1896

Appleton, Wisconsin 1896 THE FOX RIVER VALLEY 1923

A REMARKABLE CHANGE has taken place in this community during the past twenty-seven years. In 1896 Appleton was a distinct unit in itself; today the territory has so developed that Appleton, in a broad sense, is only a part of the greater unit—The Fox River Valley.

The automobile, the good roads, the interurban, the growing industries, etc., all have been big factors in bringing about this change. The constant demand for more and better merchandise proved to the retail merchant that the change was taking place; that his field of selling was reaching out beyond the confines of Appleton City.

Building and remodeling programs have been carried out by nearly every merchant in Appleton, keeping pace with the change from the City of Appleton to the Community of the Fox River Valley.

PROGRESS

Geenen's 1896 Geenen's 1923 Twenty-Seven Years Of Service

FROM five employees twenty-seven years ago to seventy today is the story of the remarkable growth of Geenen's since its founding in 1896.

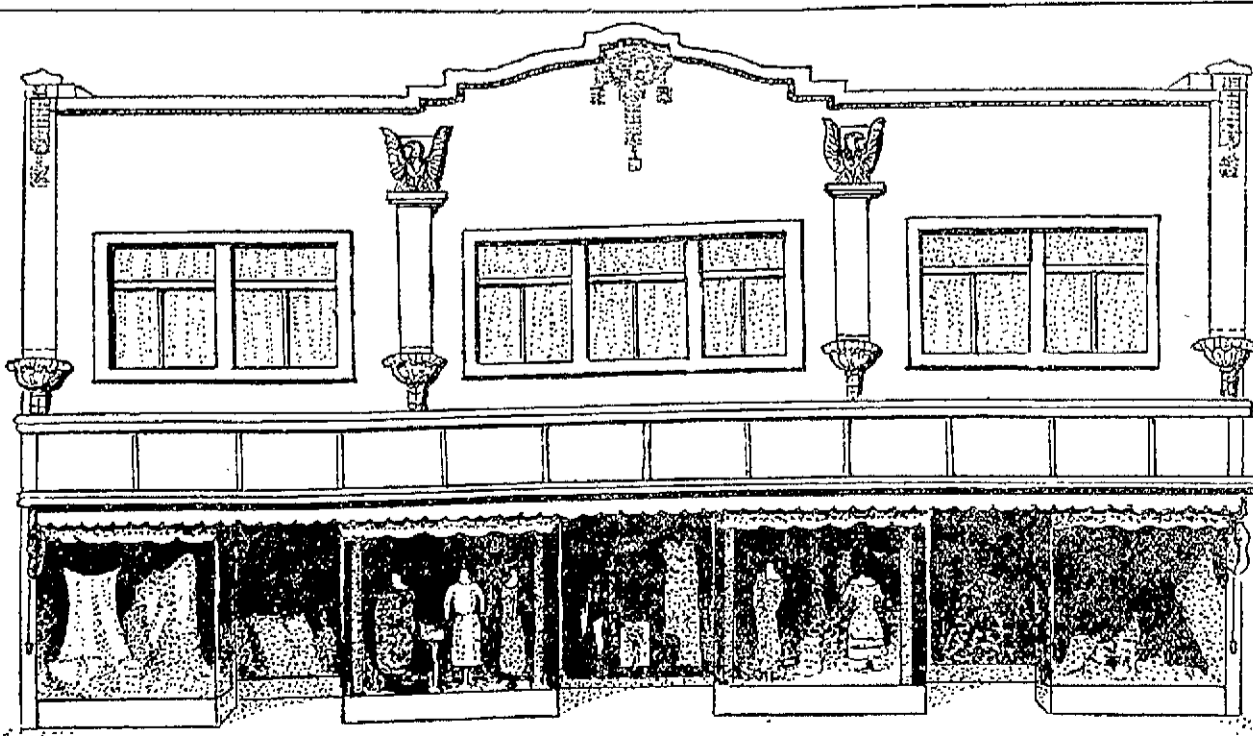
Five complete changes in the way of building and remodeling have been made during these years of retail service. The steady growth of Appleton and the Fox River Valley with the accompanying volume of business, increasing at rapid pace, made these improvements possible.

The policy of the Store has remained unchanged since its inception in March 1896—A strictly retail Dry Goods Store giving Service and Satisfaction in the Selling of Quality Dry Goods at the Lowest Possible Prices.

Appleton

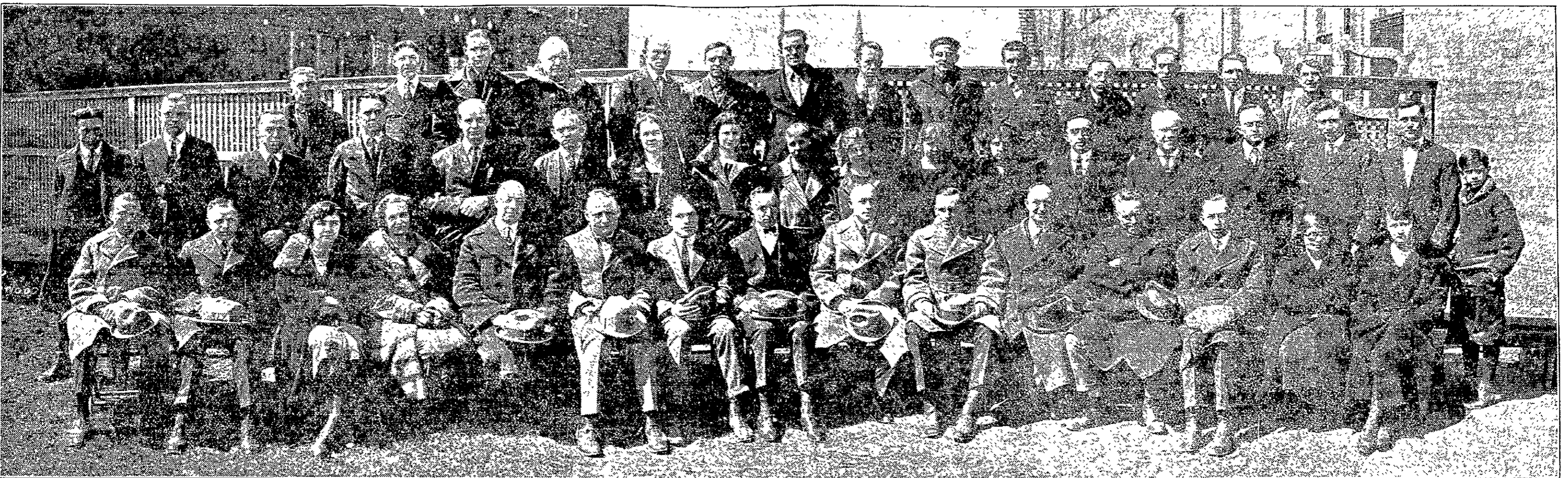
GEENEN'S

Wisconsin



THE GEENEN STORE OF 1923

FORTY-SEVEN OF THE NEARLY SIXTY PERSONS EMPLOYED IN PUBLISHING THE APPLETON POST-CRESCENT



BACK ROW. Standing left to right: Harry Learned, circulation department; Charles Seggelick, errand boy; Herman Goffin, mailing room; W. F. Winsey, circulation department; Edward Minton, printer; August Rehmer, pressman; Herman Bosch, stereotyper; Karl Koeple, printer; Joseph Bosch, stereotyper; Leo Schroeder, printer; Carl Wenzlaff, printer; Gordon McIntyre, linotype operator; Al. Wenzlaff, printer; M. LaFond, janitor.

MIDDLE ROW. Standing, Left to Right: S. B. Rindal, advertising department; William Bauerfeind, linotype operator; Louis Wagner, linotype operator; A. W. Hoffman, linotype operator; John Kampe, assistant foreman composing room; Edward Steward, monotype operator; Mrs. Dorothy Geller, stenographer; Bertha Klimko, bookkeeper; Amanda Ross, circulation bookkeeper; Mrs. E. L. Madisen, advertising bookkeeper; Muriel Kelly, reporter; Dorothy Wolf, reporter; Inan Sygman, sports editor; Charles Winsey, reporter; Louis Fischer, reporter; Anthony Rawlsky, printer; John Bergman, printer; Alvin Reiske, errand boy.

BOTTOM ROW. Seated, left to right: Melvin Trams, reporter; M. J. V. Fose, Associated Press operator; Edna Neuman, proofreader; Lydia Heller, linotype operator; E. L. Madisen, state editor; Wilbur Johnson, advertising department; Frank Leininger, circulation manager; Maurice Cartier, foreman composing room; H. L. Davis, business manager; Ralph Gee, advertising manager; John R. Riedl, city editor; A. R. Hinkley, advertising department; D. M. Spaulding, classified advertising manager; Martha Ross, proofreader; Mrs. Pearl Verbrick, linotype operator.

The following were not present when this picture was taken: Joseph Humphrey, collector; Harry Leith, classified advertising department; Oscar Dorn, collector; Oscar Damheuser, foreman press room; Clara Kirchenberg, stenographer; Frank Harriman, mailing room; Tony Stark, mailing room; Kenneth Hatch, mailing room; Erwin Krueger, mailing room; Wilbur Krueger, mailing room; E. W. Lake, linotype operator; Arthur LaFond, janitor.

MAXIMUM OF ORGANIZATION IN NEWSPAPER OFFICE

Large, Well Balanced Staff Is Needed To Put The Appleton Post-Crescent In The Homes Of Its Subscribers Every Day

Massive Machinery, Tons Of Paper, Dozens Of Persons Employed In Publishing Paper

GETTING out the modern daily newspaper is always a subject of intense interest to the layman who visits a newspaper plant. How the news of the day, collected from thousands of sources, is assembled, worked into type, printed and delivered at the door of the subscriber in a few swiftly passing hours is a mystery to most persons. But few give the publication of the newspaper much thought. Rain or shine, summer or winter, good times and bad, they expect this complete chronicle of the day's happenings to be put into their hands at a given hour and if it isn't there when they expect it, loud are their complaints. The rush, the perplexity, the energy, the mental effort and the nervous strain that goes into the newspaper is foreign to them. What they want is the "news" and they must have it.

Probably there is no other business in which quick thought, sound judgment, high pressure activity and organization count for so much as in the publication of the modern daily newspaper. The whole institution, with its various departments working in unison, is like a huge machine into which a vast quantity of raw material is fed and whose coordinating cogs lead to the great presses from which the finished product is ground out every afternoon.

The Post-Crescent is an institution of this complicated character. It is a modern newspaper read by between 40,000 and 50,000 persons every day. In equipment and facilities it is a splendid example of the highly developed journalism of today. The Post-Crescent, in this Central Fox River Valley Edition offers its readers a description of how the newspaper is produced.

GROUNDWORK IS NEWS

The groundwork of the modern daily newspaper is its news and the news department. Without news the paper cannot have circulation and without circulation it would have no value as an advertising medium. The three departments are closely correlated and a failure of one to function properly seriously handicaps the other two.

The Post-Crescent is well equipped for gathering news, both local and foreign. Its local staff consists of six reporters, telegraph and sports editor, city editor and state editor. These reporters, all trained in their profession, have certain definite work to perform which is to accurately and dispassionately report all the happenings of interest in Appleton and adjacent territory. Their task requires constant energy, sound judgment, mental alertness and great tact. The reporters are the eyes and ears of the newspaper and it depends upon them for an intelligent report of the day's happenings. They are responsible to the city editor who is in charge of the news department.

MANY CORRESPONDENTS

So-called foreign news, which consists of a report of happenings outside of Appleton, is obtained from staff and special correspondents and from the Associated Press of which the Post-Crescent is a member. This newspaper's staff of special correspondents covers Outagamie county

reads their "copy" and issues as statements.

By virtue of its membership in the Associated Press, the Post-Crescent receives the complete report of the largest and most efficient news gathering organization in the entire world. The Associated Press is an organization of newspapers for the economical gathering of news. It has correspondents in practically every city and town in the United States and it has highly trained men working in every country on the globe. Its wires reach into every corner of America, cross under the ocean to the British Isles, the continent of Europe, to Asia, Africa, South America, to the islands of the Pacific and wherever the white man has built a home. It leases thousands of miles of wire which are used exclusively for conveying news. No other news gathering association in the world can boast so large and so efficient an organization.

ALL IS EDITED

This large accumulation of news goes to the telegraph editor who edits the copy for typographical and grammatical accuracy, writes the headlines and determines the prominence the news shall be given, subject only to the supervision of the person in general charge of the news department. The telegraph editor also designs the front-page "make-up" and selects the

the Post-Crescent and constitutes the largest part of its state, national and world news report. In order to send so vast a number of words over the wires in the few hours from 7:30 in the morning until the presses start running, it is necessary to use code and as a result only the most highly trained and efficient telegraph operators can be used by the press association. The speed of the service is almost beyond understanding. It is well illustrated during the world series baseball games when the report is so accurate and so fast that listeners in the office of the Post-Crescent can follow the ball games in New York or Chicago as easily as the people in the grandstands. Watchers in Appleton know to what part of the baseball diamond the ball has been hit often before it touches the ground.

VAST NEWS REPORT

The vast report of this great association is assembled in New York, Chicago and the other central stations and then distributed over its great network of wires. From 14,000 to 16,000 words are received every day by

THE growth of the Appleton Post-Crescent since the consolidation of the Appleton Post and the Appleton Crescent in February, 1920, is proof of the merit of the paper. The combined unduplicated circulation of the two papers on the date of consolidation was 7,256 and the average net paid circulation for the month of March, 1923, was 10,011. The total distribution of the Post-Crescent for February, which includes exchange copies, papers given to employees, not paid, etc., was 10,274, as compared with 8,096 in February of 1920; 7,914, in 1921, 9,655 in 1922. The circulation in the city of Appleton has increased from 4,223 in February, 1920, to 4,944 in February of 1923.

pictures that are to be printed on that page.

One of the interesting features of the newspaper office is the "morgue" or collection of illustrations. Thousands of pictures, ready for almost instant use, are kept in the office, with a carefully prepared index so that they can be quickly located when they are needed. Thousands of pictures are added to this collection every year and much time and effort is expended to keep it up to the minute. The "morgue" also contains hundreds of specially prepared articles of informative character to be used in emergencies. For example, the life story of nearly every person of prominence in the world is kept on file and can be

(Continued on page 57)

Accurate News Report And Welfare Of Community Are Ideals Of The Post-Crescent

Public Good Is Only Consideration In Determining Policy And Printing The News

By H. L. Davis

A CLEAN, accurate, complete report of each day's news, solicitude for the public good and the service for the community epitomizes the ideals and the purposes of The Appleton Post-Crescent. A newspaper, because of its facilities for reaching the people, because of the dependence of the people upon it for their information cannot do otherwise than exert a tremendous influence upon the community in which it is published. Every news story that it prints makes an impression upon the reader and it is within the power of the newspaper to mould the opinions of thousands of people.

The Post-Crescent proceeds on the assumption that its readers are thoroughly capable of making their own conclusions if they are given all the facts pertaining to every subject in which they have an interest. For that reason its news department and its editorial policy are divorced and

A CLEAN NEWSPAPER

News of a salacious and scandalous character is barred from the Post-Crescent. Its invariable rule is

that nothing may be printed that will bring the slightest blush of shame to anyone. It strives to be accurate and fair in stories that touch reputations and is particularly careful and kindly in its handling of stories that deal with the helpless and the defenseless.

Accuracy in reporting news is the first essential of an ideal newspaper. The Post-Crescent fully realizes that it cannot hold the confidence of its readers if it is careless in writing its news stories, is not careful to obtain all the facts, or permits them to be colored, therefore its code requires its reporters and its editors to exert every possible effort and to use every precaution to ascertain the facts and to report them intelligently and without prejudice.

In determining the editorial policy of the Post-Crescent, the welfare of the community is the first and only consideration. This newspaper realizes that if it permitted itself to be swayed by selfish interests, by factions or by unsound sentiment that it would be of little service to the great mass of its readers and therefore its purpose is to think for itself, to base its decisions on every scrap of accurate information that can be obtained and to always consider the welfare of the people it is here to serve.

The Post-Crescent's beliefs are reflected in its editorial policy. This policy is established after careful consideration of all the available facts, backed up by experience and judgment. Editorial writers, by virtue of special training and aptitude, are qualified to analyze the facts before them, and with a background of experience, outline what they believe to be the proper course under the conditions as they exist.

This policy of unselfish service often is misinterpreted. It is only human nature to ascribe ulterior motives to those who do not agree with us and therefore it is not surprising that occasionally harsh criticism is directed toward the Post-Crescent by persons who are not in accord with its beliefs.

To obtain and to hold the confidence of its readers is the ideal of the Post-Crescent. To warrant this confidence it must be accurate and impartial in its news report and must be fair and intelligent in its editorial comment. The Post-Crescent exerts every energy to accomplish this and its growth in the last three years from a circulation of 7,200 to more than 10,000 attests to its success. The Post-Crescent is an Appleton institution and its heart and its interest is in Appleton, and this immediate community. From a purely business standpoint it would be actuated to work for the welfare of the community upon which it depends for existence and from the standpoint of the ideal newspaper, toward which the Post-Crescent is striving, it has a duty to the people of its home city. This duty is to be constantly alert to promote the welfare of the people, to work for their best interests, to do all in its power to increase the prosperity and the contentment of every one in the community.

THESE YOUNG BUSINESSMEN DELIVER THE POST-CRESCENT



FRONT ROW. Sitting, left to right: Stanley Day, Norman Johnson, Norbert Stammer, Dan Steinberg, Jr., Roland Parker, Lawrence Helen, Lawrence Witzke, Leo Riedl, John Stark, Elmer Horn, Richard Belling, Ervin Turkow, Sylvester Schwank, Raymond Schwank, Frank Heinemann, Elmer Gresenz, Wilmer Krueger.

SITTING ON GROUND, left to right: Roy Reimke, Harold Goffin, Raymond Murphy, Earl Zimmerman.

CENTER ROW, standing, left to right: Henry Wilz, Allen Day, Ray Glaser, Earl Meinberg, Howard Helms, Richard Wenzlaff, Sylvester Kampe, Walter Damkoehler, Stanley Baumann, Arlin Jennerjahn, Ro-

land Boese, Theore Monyette, Edward Stip, Joseph Heinemann, Mex Kielgas, Leo Campshire, Wilbur Foster.

BACK ROW, standing, left to right: Walter Witt, Sylvester De Young, Clement De Young, Harvey Doughty, Edward DeYoung, Charles DeYoung, Fred Lietz, Herman Schweger, Harold Frenck, Carl Nelson, Kenneth Breitung, Robert Heidemann, Adolph Fisher, John Kreick, Elmer Becker, Ronald Westphal, Harry Learned, Tony Stark, Harold McGinnis, Arthur Kober, Henry Kober.

POST-CRESCENT HAS FEATURES FOR EVERY READER

Modern Newspaper To Give Best Service Must Print Articles Of Information And Entertainment

Many Special Writers Employed To Provide Readers With Articles That Will Interest Them

THE modern newspaper, to give the maximum service to its readers and to its advertisers must be more than a mere chronicler of the day's news and business announcements. It must be attractive so that it will be read, it must provide information of a solid nature, it must include entertainment for the children and it must have articles which have special appeal to all classes of men and women. All these must be considered by the executives of modern newspapers and The Post-Crescent is not deficient in any of these features.

The Post-Crescent has made a careful selection of features which it believes will satisfy the varied desires of its readers. For the businessmen it offers the Roger Babson Statistical Bureau's weekly review of business and trade conditions and a weekly review of the lumber market. Both these services are highly authoritative and have wide circles of readers. Students of politics are given a daily resume of governmental affairs in the David Lawrence dispatches. Mr. Lawrence is one of the foremost political correspondents in the country and his dispatches are uniformly accurate and often the news they contain are far in advance of news gathering associations. This is possible because of Mr. Lawrence's close connections with men high in governmental affairs.

LEADING CARTOONIST
Cartoons which appear daily on the editorial page are prepared by J. N. Darling (Ding) regarded as one of the greatest cartoon artists in the country. The Newspaper Enterprise association, the leading feature syndicate of the country provides the Post-Crescent with dozens of features of all sorts every day. Special articles for women, for the sport page, dozens of illustrations, features of many kinds are received in profusion and selection is made from this large supply for daily use.

Dr. Brady's health talks are widely read and the author receives each week several dozen letters from Post-Crescent readers seeking health advice. These letters are answered by the doctor.

A question and answer service with out equal in the world is maintained by the Post-Crescent Information Bureau in Washington of which Fredric C. Haskins is the director. This extensive bureau is equipped to answer accurately questions pertaining to almost everything covered by human knowledge. Mr. Haskins has received as high as 341 queries from Post-Crescent readers in a single week. Each query is answered direct and the most interesting questions collected from all over the country are printed daily.

COMICS ARE ENJOYED
No feature of the Post-Crescent is more popular than the comic pictures of which this newspaper prints eight. They are "Bringing up Father," "Dinosaurs of the Duff," "Erewhon and His Friends," "Salesman Sam," "The Boarding House," "Old Home Town," "Out our Way," and "Everett True."

The Post-Crescent recently attempted to learn which of its features was most popular with its readers and this survey showed that nearly 100 per cent of the people read the comics. "Get For Home Bruno" is a common expression on the streets and "Hold Her Nerve, She's Reelin'" is heard on every side. The Post-Crescent prides itself upon the number and the quality of the comic pictures it prints.

Other features which are found in the Post-Crescent are serial stories by well known authors, serials for the women and children, household suggestions, etiquette suggestions, illustrations of interest to women, special sports articles, with illustrations, prepared by Billy Evans, noted baseball authority, and a large number of features of a local nature.

The number of features for women and juvenile readers that are printed in the Post-Crescent compares very favorably with those offered by papers published in cities much larger than Appleton. They include many illustrated articles of a highly informative nature prepared by recognized experts. A very large proportion of the women readers of the Post-Crescent study the woman's page every day.

HELP ADVERTISERS
For the automobile user, the Post-Crescent offers numerous automobile articles and a special "trouble finder" feature which tells the motorist, how to find and correct his automobile troubles. Radio enthusiasts are given information that is particularly appealing to them.

To list all the special writers for the Post-Crescent would require considerable space. It includes many of the foremost authorities in the nation in their respective lines and their articles contain much information that is worthwhile and authentic. The Post-Crescent is on the alert at all times to add to its features. It now carries many more than it did a year ago and the number of two years ago probably has doubled. Service to the advertiser includes three of the largest and most complete advertising illustration services in the world. They are the Meyer-Both Co., Standard and Advertisers' Service company. Large numbers of illustrations are supplied by these services and all are available for use of advertisers to brighten up their copy.

These services are supplied by the Post-Crescent because it would be very difficult and very expensive for the merchants to purchase their own cut services. Illustrations that will assist in advertising hundreds of commodities are received every month and are carefully indexed so they may readily be found. The large majority of merchants avail themselves of this service.

The Post-Crescent endeavors to give a maximum of service to its readers and advertisers and has not spared time nor expense to obtain the best features that are available.

First House Was Erected At Kaukauna

The first white settler of Outagamie-co was a French-Canadian named Dominique Ducharme. He built a log cabin at Kaukauna, and for many years this house was known as the oldest building in Wisconsin until it was finally dismantled. The site is now in the possession of the estate of Mary E. Grignon.

Dominique Ducharme located at the rapids at Kaukauna in 1790 and built the log house as a trading post among the Menominee and Chippewa Indians. He sold it later to his brother, Paul Ducharme. They were the sons of Jean Ducharme who in the spring of 1780 led a large Indian expedition against the Spanish settlement of the upper Mississippi.

BOUGHT FOR RUM
The house built by Ducharme was on the property that he had acquired from a group of Indians for two barrels of rum, of which an account is given elsewhere in this edition. The deed to the property is the oldest recorded deed in Wisconsin.

In 1803 Dominique Ducharme returned to Montreal leaving the management of the trading post to his brother Paul who later became its sole owner. Because he became indebted to Judge John Lawe of Green Bay, he sold his house and returned to Green Bay. Augustin Grignon who together with the Ducharme brothers were the first settlers of the country, settled at Kaukauna in 1817 and became the owner of the old homestead. Several changes were made on the building from time to time, and the house became famous to all travelers in this part of the country on account of the owner's hospitality.

The oldest house in Appleton, described elsewhere in this issue, was near Alicia park. The first Catholics in Outagamie county was sung in the neighborhood of that structure, early historians say.

A log cabin erected by Gov. Doty is preserved in Menasha as the first white man's residence in the Twin Cities. This structure was built about 1835 and is in a wonderful state of preservation and is visited by hundreds of persons.

The Doty house is the only one of the original structures in the four cities still in existence. This community was negligent in marking these early historic places and there are no reminders on the sites where the structures stood.

Two Splendid New Clubhouses Planned By Appleton Fraternal Organizations

(Continued from page 53)

make a typical clubhouse. The interior will have a large ball room, lodge room, banquet hall, card room and up to date kitchen facilities. The entire structure will be redecorated.

Lodge history in Appleton begins with the history of the village and by 1854, Konomic lodge, No. 47 of Odd Fellows was well established and prosperous organization. At that time, Appleton had five secret orders. Konomic lodge, Waverly Lodge of Free and Accepted Masons, which was established in that year, Knights of Temperance which also was established that year and two others which have since been given up. Early lodge history in Appleton had much to do with temperance and the fact is that no saloons were allowed in the city for sometime.

It was in 1855 that the Konomic lodge built the first Odd Fellows building at the corner of College-ave and Morrison-st. The original structure cost \$3,000. The building organization was known as the Konomic Joint Stock association. The lodge at the present time has something over 130 members. The Rhine lodge which was an outgrowth of the Konomic lodge more than 52 years ago now has 52 members.

DENOMINATIONAL LODGES
Catholic societies in Appleton form a large part of the lodge membership. The Appleton branch of the Catholic Knights of Wisconsin is the fourth largest lodge in the city with a membership of 420 before the beginning of its drive for membership on April 15. It is expected that many more members will be added in the campaign. Besides the Catholic Order of Foresters, there is the Knights of Columbus lodge with a membership of more than 275 without counting the men who are members of other councils who have never transferred their memberships.

The Equitable Fraternal union assembly here has a membership of more than 400, while the Loyal Order of Moose has 350. There is a large encampment of Modern Woodmen of America, a good sized colony of Beavers, a tent of Maccabees, a Modern Brotherhood of America and a lodge of the Mystic Workers of the World. The Modern Woodmen number 354. The Fraternal Reserve association has a membership of 200, while the homestead of the Brotherhood of American Yeoman has 57.

Practically every organization of benevolent and secret class has a counter part for the wives, mothers and sisters of members. There is an

Eastern Star of something over 250 members and a Valley Shrine of 180 women in connection with the Masonic orders. The Deborah Rebekah lodge has a membership of 186, while the Venus Rebekah lodge has 24 members. These are the women's organization in connection with the Konomic and Rhine lodges respectively.

The temple of the Pythian Sisters has more than 130 members while the Ladies of Mooseheart Legion include 130 members. The Royal Neighbors which was established in connection with the Modern Woodmen of America 24 years ago now has a membership of 256 women. Auxiliaries to the Catholic organization are also strong. The membership of the Ladies auxiliary to the Catholic Order of Foresters is 70 at the present time, but a class of 50 new members is to be initiated soon. There are 200 members of the Women's Catholic Order of Foresters. There is also a group of Knights of Columbus Ladies.

The Irresistible Magnet

THE THING THAT DRAWS A MAN BACK TO OUR STORE EVERY TIME ONE OF HIS CLOTHING NEEDS BECOMES PRESSING, IS THE "MORE THAN ORDINARY SERVICE" THAT WE HAVE RENDERED HIM IN THE PAST.

WHEN HE PRESENTS GOOD AMERICAN DOLLARS FOR MERCHANDISE HE TAKES WITH HIM ALSO THE INTANGIBLE ASSET OF COMPLETE SATISFACTION.

THEREFORE HE COMES BACK AGAIN IN DUE TIME.

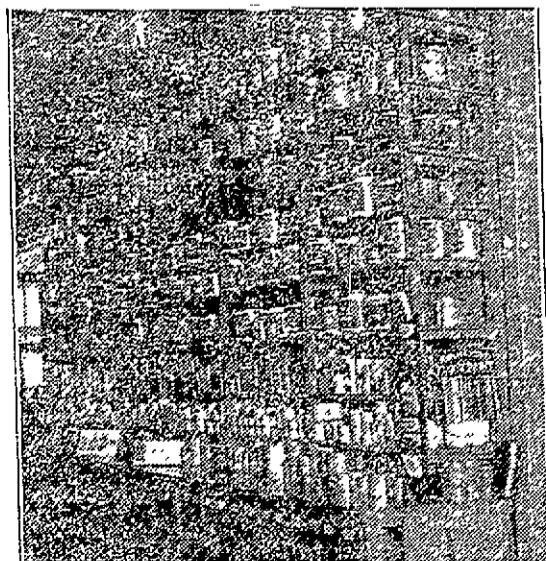
Waltman & Trettien CLOTHIERS

AGalpin's Sons' Hardware at Retail Since 1864



A paint department offering an assortment of paints, varnishes, enamels and brushes for all purposes.

The Sporting Goods corner, now featuring fishing tackle, baseball, tennis and track goods of Winchester, Wilson, Heddon, South Bend and others.



A corner of the housewares section, carrying Vollrath enameled-ware, Mirro Aluminum, Marswells Washers, Pyrex and goods of like merit.

THESE views show a very small part of our two floors of hardware, and of hardware of which we may be proud. Pennsylvania Lawn Mowers. Brown & Sharpe machinists tools, Corbin builders' hardware, Disston saws, Reliable gas stoves are representative.

Our service includes a sheet metal shop equipped with modern tools for all copper, zinc, tin and galvanized iron work.



BUILDING MADE PLEASANT

LUMBER The best kind for the particular purpose

FRAMES Outside door and window. All soft white pine

ROOFING Manufacturers representatives for Birds and Sons Composition and Creo-Dipt Shingles

INTERIOR FINISH Perfect millwork. Large stock on hand

INSULATION-CELOTEX reduces the coal bill

BUILDERS HARDWARE Nails, Locks, Hinges, etc.

PAINTS-VARNISH Lowe Bros. It is good

HETTINGER SERVICE no charge

Phone 109-110

Hettinger Lumber Company
Appleton Wisconsin

J. L. HETTINGER, PRESIDENT
E. C. SCHMIDT, V. PRES.
W. G. COMMENTZ, Sec. TREAS.



LUMBER, CEMENT,
BUILDING MATERIAL
COAL AND COKE

PUBLISHING NEWSPAPER A FASCINATING BUSINESS

Large Organization Needed To Publish Modern Newspaper

Vast Nervous Energy Is Expended Daily To Place Paper In Subscribers' Hands

(Continued from page 55)

prepared for instant use if the wires should carry an announcement of his death or his participation in an event of great interest.

SET IN TYPE

This great collection of local, county and foreign news copy, after it has been properly edited, the heads written and prepared with identification lines, is sent to the composing room where six linotype machines convert it into type. This battery of modern typesetting machines set an average of between 55 and 60 columns of type daily—between 55,000 and 60,000 words—more than enough type to fill two good sized novels. Careful coordination between the news department and the composing room is necessary so that the proper heads are placed on the type and the stories are set in the proper place in the paper.

In the composing room also are the ad-setters who "set up" the advertising whose activities will be described later. One of the linotype machines is used almost exclusively for setting advertising copy and five men are engaged in setting advertising type by hand. While all the smaller type used in the Post-Crescent is set by machine, it is more economical to set the large type by hand.

PROOFREADING FORCE

In the converting of "news copy" into type, errors are bound to occur and therefore proofreaders are engaged to read every line of type before it goes into the newspaper and make the necessary corrections. The type matter is compared with the original copy and every effort is made to obtain absolute accuracy. When it is considered that the proofreaders must read in the neighborhood of 50,000 words of news copy and additional thousands of words of advertising copy every day, the magnitude of their task can be realized.

The corrections marked by the proofreaders are made by the type setters and "bank boys" and the type is ready to go into the "form" from which the stereo types are made.

PRINT FROM PLATES

Contrary to the general impression, the newspaper is not printed directly from the type as it is produced by the linotype machines. After this type has been securely locked into forms so that it cannot be typewritten or altered, the form goes into the matrix machine which is a huge electrically-driven contraption which impresses the type deep into a paper matrix. The type and matrix then go on to a steam table where the matrix is thoroughly dried for about eight minutes under terrific pressure and with great heat. When it is dried, the matrix is as dry as tinder and extremely hard. The type then is torn down and the metal is melted for use the next day.

The next and final process of preparing the news for the presses is the casting of the stereotype plates. The paper matrices, after they are dried, are placed into a semi-circular receptacle into which molten metal heated to about 600 degrees is pumped. The result is a semi-circular plate of metal, with the type around the outside and these plates after they have been trimmed to the proper size, are placed on the press.

GREAT SPEED POSSIBLE

The time required for so much work is not great. It is easily possible for The Post-Crescent to be informed of an important bit of news, write, set it in type, place it in the form, make a stereotype plate and have it on the press in 25 minutes. In one more minute the newsboys could be calling off the "extra" on the street.

The modern newspaper press, such as the Post-Crescent is printed on, is a marvel of intricate mechanical construction. It is a huge monster, with dozens of cogs and rollers, all working together in perfect unison to print on three continuous strips of paper, taken from rolls, and turning out printed, folded, complete newspapers at the rate of 2,000 an hour. The Post-Crescent is printed on a 3-deck Goss straight line press with a capacity up to 24 pages. The press and the stereotype equipment represents an investment of about \$35,000 and is the most expensive machinery in a printing establishment.

MAILING ORGANIZATION

Because of the narrow margin of time between the scheduled starting time of the press, which, by the way, must be on time under all conditions, and the time for departure of trains, street cars and automobile buses which assist in delivering the Post-Crescent, an efficient mailing organization must be maintained. The press is hardly started before the papers are whisked to the mailing tables, the names and address of subscribers are attached with terrific speed, the papers are wrapped into bundles and hurried to the postoffice or to the waiting conveyances. Delay in any department might result in missing trains or mails and disappointment to the subscriber would follow.

A small army of carrier boys is employed by the Post-Crescent to deliver the paper to the readers in Appleton, Kaukauna, Hortonville, Seymour, Black Creek, Neenah, Menasha, Dale, Shiocton, Combined Locks and New London, Little Chute and Kimberly. This aggregation of loyal boys distributes the paper to more than 5,000 homes and regardless of weather conditions they always are on the job. Every boy has a "substitute" who takes the regular carrier's place whenever he is unable to do the work. This precaution is taken to assure subscribers of daily delivery of their paper.

PRINT IN AN HOUR

The speed of the great press is so terrific that the entire run of 10,500 papers normally is completed in much less than an hour. Within 60 minutes after the last form is closed in the composing room, the press has ceased its daily task and the day's newspaper is part of history.

But that doesn't mean that the employees have finished. The next day another paper must be printed and the high pressure work is continued, sometimes until far into the night so that "copy" will be ready for the hungry linotype machines which start their daily grind at 7 o'clock in the morning. The work is continuous and hard. If it were not for its fascination, it is doubtful if the employed staff could stand up under the strain of the task.

NINE DEPARTMENTS

That in brief, is the business of getting out the newspaper so far as the gathering of news, converting into type and printing the paper is concerned. There are, however, other departments to the modern newspaper which are just as important to the success of the enterprise as any of the departments whose activities have been described. Among these is the advertising department without which the paper could not exist. The nominal fee which subscribers pay for the Post-Crescent hardly pays for the cost of the paper and delivery and does not even touch the cost of assembling the news and putting it in type. Revenue for this must be obtained from the sale of advertising and a well organized staff is employed for this work.

Selling advertising is like selling most any other high class commodity and its requires salesmen of intelligence and tact to perform the work. Their contact is almost entirely with merchants and men of affairs whose time is valuable and therefore the advertiser must be able to present their messages concisely and intelligently so that they will monopolize a minimum of the time of the merchants.

MERCHANDISING NEWS

Advertising is more than putting type in white space. It is merchandise news and is the mouthpiece of the merchant. Often the merchant feels he should advertise but does not know what kind of a message he could give and the intelligent advertising salesman assists him in preparing the copy and making the "layout" for the advertisement.

These advertising men, to be most efficient, must have an understanding and a sense of type arrangement. Few merchants are in a position to employ trained advertising men of their own and as a consequence they must depend upon the newspaper's advertising salesman to arrange the advertisements for them, select the types and arrange the illustrations. If this work is well done the merchant is satisfied and the task of selling him more advertising space is made easier. Seven persons are employed in the advertising department of the Post-Crescent and they have charge of the display and classified advertising.

HANDLED LIKE NEWS

The latter type of advertising includes what is popularly known as the "want-ads." They are a real and important service to readers. Nearly everyone reads these little advertisements and there is as much of human interest in them as there is in the news columns.

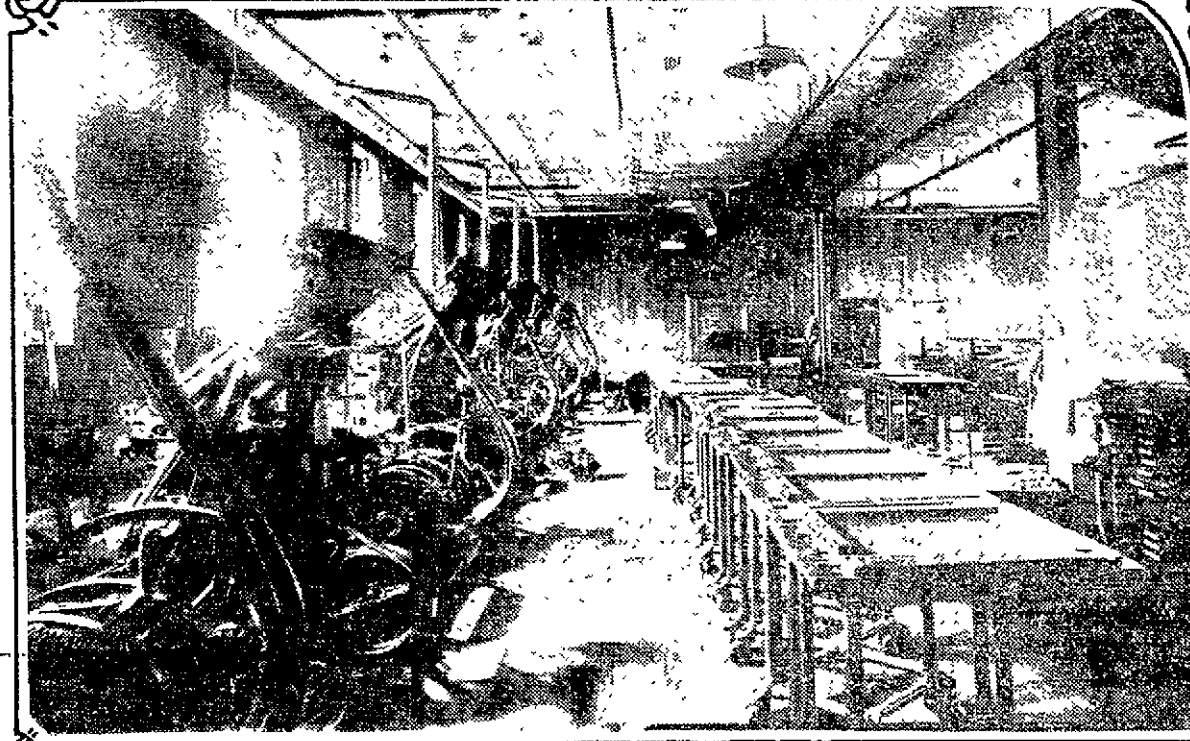
Advertising copy of all sorts is handled in much the same way as news copy. It is assembled by the advertising department, sizes of the advertisements and the types are plainly marked and all goes to the foreman of the composing room who distributes it among the employees. Part of the type is set by linotype and part by hand.

A wonderful piece of mechanism known as the monotype figures in the economical setting of advertising copy providing a large supply of a great variety of new type each day. This machine sets single type, as its name indicates, and it manufactures also all the rules and borders and "slugs" which are required. Because of this machine it is possible to discard each day practically all the type that appears in the paper. Only the very largest type is returned to the cases and used again. This "non-distribution" system saves time of distributing the type and assures clear-cut print every day.

DELIVERING THE PAPER

Another very important cog in the newspaper machine is the circulation department whose business it is to deliver the papers after they are printed, to obtain new subscribers and to keep a record of distribution. This

WHERE THE POST-CRESCENT IS PUBLISHED



UPPER PICTURE, THE POST CRESCENT BUILDING AT 515 APPLETON ST. LOWER LEFT, VIEW OF THE COMPOSING ROOM, SHOWING BATTERY OF SIX LINOTYPE MACHINES; LOWER RIGHT, VIEW OF THE PRESS, WITH ROLLS OF PAPER READY FOR PRINTING.

department must be highly organized to be efficient. Eleven persons, aside from the 100 carriers, are employed by the Post-Crescent for this work. A circulation manager is in charge. It is his task and that of his assistants to obtain carriers, deliver the papers to them, arrange delivery routes, obtain conveyances for delivering papers to trains and street cars and buses, watch the train and bus schedules and be prepared to meet emergencies which frequently arise in the delivering of the papers. Storms and catastrophes are reflected by increased work and anxiety in his department and if he fails to function

properly complaints pour in without number. It also is the duty of the circulation department to secure wide distribution of the paper thereby making it more valuable as an advertising medium.

TOP OF THE MACHINE

On top of all these coordinating wheels is the department of administration which includes the owners of the newspaper. The paper is their property and they dictate its policies, determine how much shall be expended in each department, keep the machine working smoothly and easily and maintain harmony between departments. At the head of the administration is

the editor-in-chief in general charge of the property. Next to him is the business manager of the newspaper whose duties are what his title indicates—manager of the business of getting out the newspaper. He is the man who buys the materials, keeps in touch with business conditions, has charge of the newspaper's finances and in general is in charge of the organization. His staff consist of bookkeepers, stenographers and collectors.

Elaborate equipment, in addition to that already described, is necessary for efficiency in newspaper publication. Dozens of typewriters are required, thousands of dollars are invested in

composing room equipment, an elaborate filing system must be maintained, reference books must be acquired and a library must be kept up.

A LARGE BUSINESS

Getting out a newspaper is a large business. It is highly organized, fast working and efficient. Thousands of dollars are required to keep the big plant running and high speed is essential. The Post-Crescent now has in excess of 10,000 paid subscribers and it requires 400 tons of paper a year to make deliveries to this army of readers. More than 12,000 pounds—six tons—of ink is required every year. A force of 67 employees, besides the

100 carriers, is engaged in the work of getting out the paper. Approximately 12 tons of type metal is constantly in use in type and stereotype plates. Hundreds and hundreds of newspaper illustrations, for advertising and for news, are made every year and this item alone means a large expenditure.

To adequately and completely describe the fascinating business of getting out the Post-Crescent would require many thousand words and columns of space. The brief description printed here, however, will give the reader an inkling of what is necessary to print the modern daily newspaper.

Appleton Post-Crescent Goes Into Nearly Every Home In City

Appleton And Surrounding Area Is Covered Like A Blanket By This Newspaper

IF a blanket were spread over the city of Appleton and immediate territory it could scarcely cover it more thoroughly than The Post-Crescent does with its circulation. It is doubtful if there is another newspaper in the state which goes into so large a proportion of homes in the city of its publication as The Post-Crescent does. The circulation of this newspaper in Appleton is practically 100 per cent which means that it goes into every home in the city.

This very extensive coverage is not confined alone to Appleton. It is al-

most as complete in all of Outagamie county and there are some villages where every family is a subscriber.

10,014 CIRCULATION

The Post-Crescent's average daily net paid circulation for March, 1923, was 10,014. In February of 1920, when the Post and the Crescent were consolidated the combined unduplicated circulation of the two papers was 7,263. In just about three years the circulation has climbed nearly 3,000 and the growth is continuing at a rapid rate.

So large a circulation in a trading area of which the population is approximately 60,000 indicates the popularity of the paper. Almost the entire circulation is confined to this area. Less than 500 copies of the

Post-Crescent are mailed outside of this immediate territory. It is a home newspaper for home readers and is read at home.

Carrier service is maintained in Appleton, Kimberly, Combined Locks, Little Chute, Kaukauna, Dale, Hortonville, Seymour, Shiocton, Black Creek, Neenah, Menasha and New London. Carriers in the cities outside of Appleton deliver slightly more than 1,800 papers every week day.

COVER RURAL ROUTES

The rural routes are covered almost as extensively as the city of Appleton. The circulation department's records show that the Post-Crescent is delivered to between 85 and 90 per cent of all the rural mail boxes in Outagamie county. Nearly 3,000 Post-Crescents are carried by the rural mail carriers. A large number of persons living on rural routes close to Appleton are served by carrier boys.

The coverage in the villages of the county is about 75 per cent when all are considered together. In some villages the circulation is 100 per cent while in others it is less. The circulation is particularly extensive in the southern part of the county.

This huge circulation is obtained on the merit of the newspaper. It is its principal selling point.

The Post-Crescent is a member of the Audit Bureau of Circulations which makes periodical audits of the circulation on the basis of certain definite standards. This audit is open at all times for inspection.

DELIVERY IS TASK

To deliver so large a circulation and under all conditions requires a strong organization. The task is comparatively easy in good weather and when everything works smoothly but when the roads are blocked, and in times of stress, the delivery of the paper is a great problem. And the peculiar part of it is the paper is in great demand when there is a catastrophe and it must be delivered at all hazards.

A more loyal aggregation of boys than the carrier staff of the Post-Crescent cannot be found anywhere. These young businessmen are among the alert youngsters in the city and are on the job in the face of the most trying circumstances.

Carrying papers has been the starting point of many a successful man. There are in Appleton dozens of merchants and professional men whose first jobs were delivering papers for the Appleton Post or the Evening Crescent.

BAROMETER OF SUCCESS

In many respects, the circulation of a newspaper is the barometer of its success. Without circulation it cannot command a rate for advertising which will enable the publishers to produce the kind of paper that more people want to read.

Therein lies the difficulty of starting a newspaper. It must of necessity begin with a very limited distribution and therefore it cannot go to the merchants with a circulation that will warrant sufficient advertising rates to enable the publisher to get out a paper that people will read. The new paper's first problem is to secure circulation and that requires the expenditure of large sums of money for features and news until the distribution is increased to a point where a sufficient advertising rate can be charged to pay the paper's expenses.

Circulation therefore is the test of a paper's worth. The Post-Crescent's circulation is so intensive and extensive that it covers the community like a blanket.

Keeping Pace With the Growth of Appleton

HISTORY has been made on College Avenue during the past twelve years. Magnificent, bigger and better buildings have been built. Business houses have become institutions of importance and repute. Appleton has been transformed into a small metropolitan city. This has had a far reaching effect. People for miles around have benefited by this wonderful growth and development. It is during these twelve years that this store has been brought up to its present high standard.

QUALITY The Watchword

That anyone buying any article gets value received. To sell only the highest type goods that our experience and knowledge will permit us to select — this is our creed. Yet, at the same time to lower the cost to you on your purchases by sharing savings and profits by intelligent buying.

SERVICE Our Interpretation

Service and quality are inseparable. Our interpretation of service is to give you what you want in fresh merchandise of highest quality at the lowest price. For service means quality, variety and reasonable prices and any other interpretation is misleading. Courtesy here is taken for granted.

Schlitz Bros. Co.
You SAVE and are SAFE Trading here
APPLETON WISCONSIN

APPLETON VOCATIONAL SCHOOL AMONG BEST IN U.S.

12 Millions Is Total Of Sales Here

(Continued from Page 48.)

College ave; Hopfensperger Bros., Krull's, Superior-st; Peterson & Rehlein, Main-st; Peterson & Rehlein, Walnut-st; Shabo Bros., Onida-st; George C. Steidl, Lawe-st.

Five millinery stores—Markow's, Onida-st; D'Lois, The Vogue, The Paris, Strong & Warner, College ave.

Five music stores—Carroll's Music Shop, Onida-st; Kamps & Stoffels, Meyer-Seeger Music Co., Irving Zuelke, Fisher Bros., College-ave.

Six plumbing shops, Gmeiner Plumbing & Heating Co., Appleton-st; Klein & Shumek, W. S. Patterson & Co., Ryan & Lenz, George H. Weiss, College-ave; Reinhard Wenzel, Appleton-st.

Two photographers supply stores—Ideal Photo Shop, Frank F. Koch, College-ave.

Three second hand stores—Eberhart & Co., L. M. Mills, College-ave; Charles Gehl, Appleton-st.

One sewing machine store—Singer Sewing Machine Co., College-ave.

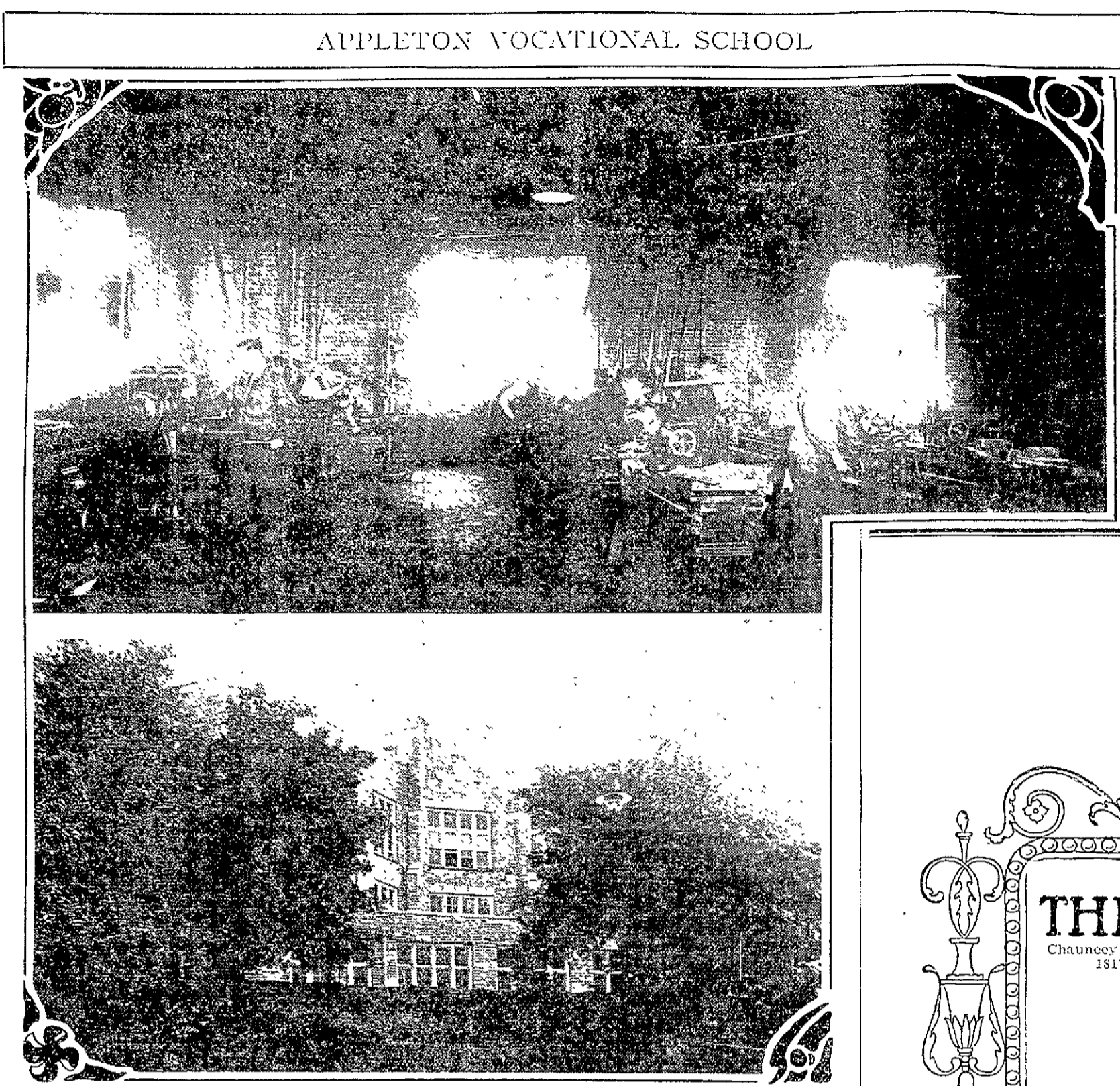
Seven shoe stores—Bohl & Maeser, Appleton-st; Heckert Shoe Co., Kasten Bros, G. R. Kinney Co., Novelty Boot Shop, Roesmeissl Shoe Co., Schweitzer & Langenberg, College-ave; besides five shoe departments in dry goods stores.

Four tea and coffee stores—Appleton Tea & Coffee store, two Atlantic & Pacific stores on College-ave, and Superior Coffee Co., Appleton-st.

Four typewriter and office supply stores—E. W. Shannon, Sylvester & Nielson, Office Appliance Service Co., General Sales & Service Co., College-ave.

Five wall paper stores—T. R. Feavel, A. R. Miller, Appleton-st; William Nehls, Washington-st; Charles Herick, E. W. Green, College-ave.

In addition to these retail establishments there are 29 garages, 20 soft drink parlors, 16 shoe repair shops, 4 battery service stations, 8 oil service stations, 10 merchant tailor shops (not all on ground floor.) Several laundries, dyeing and cleaning establishments, barber shops, shoe shine parlors, restaurants, hotels, printing shops, billiard halls, beauty parlors, taxicab companies, liverys, transfer companies, etc.



LOWER PICTURE SHOWS APPLETON VOCATIONAL SCHOOL; UPPER PICTURE SHOWS THE MACHINE SHOP IN THE SCHOOL. IT IS ONE OF THE BEST EQUIPPED SHOPS IN ANY SCHOOL IN AMERICA.

More Than 1,200 Persons Are Enrolled In School's 50 Classes

APPLETON boasts the first building in the country to be built for continuation school purposes.

Situated on a high bluff overlooking the Fox river and built of white stone along the lines of the Tudor style of architecture, it is an imposing sight. It was built in 1918 at a total cost of about \$100,000, but to replace it would now cost approximately \$200,000.

Here three floors containing 25 attractive rooms provide equipment for the instruction of day and evening classes of both children and adults. On the basement floor there are a machine shop, a cabinet making room, electric shop, finishing shop, science laboratory and a small layout room.

The middle floor contains the assembly room, a drawing room, printing shop, two commercial rooms and two offices. On the top floor there are a kitchen, a dining room, a laundry, a millinery room, two sewing rooms, a sick nursing room, an academic room and a teachers rest room. The kitchen and the machine shop are probably the finest equipped in the state.

50 CLASSES; 21 COURSES

A highly trained corps of teachers headed by W. S. Ford, director, give instruction to 50 classes in 21 different courses. There are 13 day school teachers and 35 evening school teachers.

More than 1,200 persons avail themselves of the opportunity of learning trades or otherwise bettering their education. Last month there were enrolled 50 half time boys, 67 half time girls, 10 full time boys, 193 part time boys, 167 part time girls, and 7 adults. The evening classes had an enrollment of 789, or 218 men and 571 women.

Among the courses offered are bookkeeping, shorthand, typewriting, advanced English, English for foreigners, public speaking, citizenship, banking, trade mathematics, showcard writing, printing, drafting, machine shop, house wiring, auto ignition, sewing, cooking, china painting and oil painting.

The tuition fee for the evening classes is a deposit of \$1 which is returned, provided the student has an 80 per cent attendance. There are two terms of ten weeks each beginning on Oct. 1 and the middle of January.

The management of the school is responsible to a board of education consisting of H. G. Saecker, president; J. G. Rosebush, vice president; C. D. Thompson, secretary; F. F. Bachman, treasurer, Carlie E. Morgan, superintendent of city schools.

THE PETTIBONE-PEABODY CO.

Chauncey J. Pettibone
1817-1902

Established
1860

George F. Peabody
1845-1909

The hamlet has become the city.

The children of the hamlet have become the men of the city.

The days move on and changes come.

The blacksmith of 1860 becomes the maker of machines and serves a hundred cities.

The neighborhood corner store transforms with the years and a thousand neighborhoods now claim it.

As we look back from 1923, to its long-since-gone sister year, 1860, progress is evident and we rejoice with the many who have shared in the building of our home city.

It is a time of reminiscence and congratulation and this commemorative issue of the growth and prosperity of our beloved valley, is a happy channel through which expression can be given.

What has been accomplished we rejoice over. What may still be achieved during days yet new to us is the inspiration which makes worth while our effort.

Here's to the greater and happier year to come.

THE PETTIBONE-PEABODY CO.

Joseph D. Steele, Prest. and Gen. Mgr.
John H. Coulter, Vice-President
John H. Neller, Secretary-Treasurer

BERGSTROM STOVE CO.

"ROYAL" STOVES

"EMPEROR" FURNACES

NEENAH, WISCONSIN

APPLETON HAD FIRST STREET CAR IN THE WORLD

Appleton Is Proud Of Military Record

(Continued from page 52)

Other men enrolled from time to time. The second regiment was one of the first to be ordered into foreign service. On August 9 it was in a skirmish at Coama. The cessation of hostilities came and stopped them at a time when sharp action was promised. After five months absence Company G returned home on Sept. 19, and the whole city turned out to welcome it. A large public reception was given in October, 1898. A Spanish-American War veterans camp was organized and named after Corporal Charles O. Baer who was one of the men lost by death.

A soldiers monument hewn by the sculptor Trentanove and donated by A. W. Priest in memory of a brother who died on the battlefield in the Civil war, was erected on Soldiers square, with elaborate ceremonies. It was dedicated to the memory of the men who fought in the Civil war, and presented to the local G. A. R. post.

GO TO BORDER
Company G, the local unit of the Wisconsin National guard, saw service in another national emergency upon the outbreak of hostilities in Mexico in 1916. The city was in a state of great excitement when on June 18, the order was given that this company was ordered to border service along with other units called out by President Wilson. Among the officers were: Lothar Graef, captain, of the company; Frederick Hoffman, first lieutenant; Waldo Rosebush, second lieutenant of the company; Maj. Hugh Pomeroy, in command of the Second battalion; Maj. James R. Scott, medical section; Capt. Byron Beveridge, regimental adjutant; Lieut. George Merkel, battalion adjutant; John M. West, battalion adjutant; Lieut. W. N. Moore, medical section.

The company entrained for Texas on July 12 after spending a few weeks in preliminary training in Camp Douglas. The company was drilled and marched vigorously at Camp Wilson, Fort Sam Houston and other points and gained excellent training for the World war service. They arrived home on Feb. 28, and were greeted by large crowds at the Ashland division station.

Company G had no sooner arrived home when they were about to be mustered in again for service in the greatest of all wars, the World war, which had been in progress for two years but which America did not enter until April, 1917, following a

dispute with Germany over the freedom of the seas.

IN RAINBOW DIVISION
Large crowds accompanied the boys to the station on Aug. 6, when the boys entrained for Camp Douglas. The city was electrified when it was announced 10 days later that the Appleton unit was to be included in the Rainbow division which was being organized for immediate service in France. The men sailed Oct. 18 on the Transport Covington, and were, after a few months intensive training sent to the Alsace region.

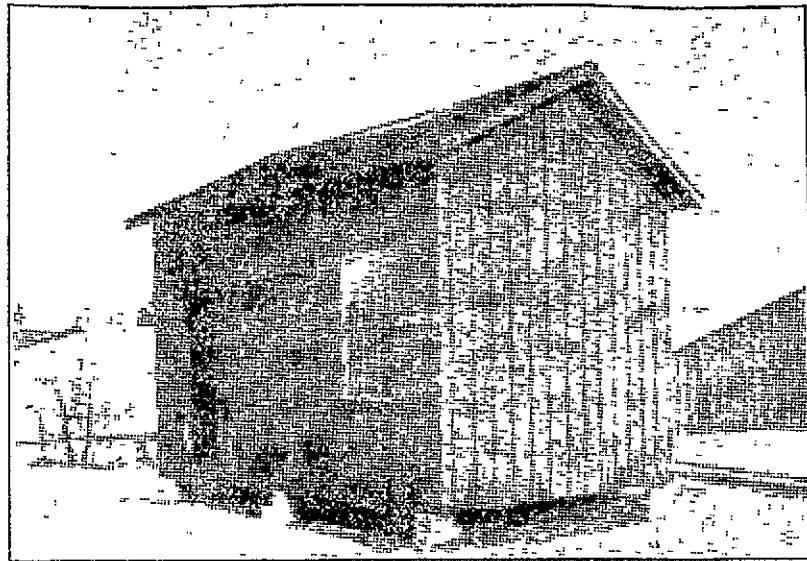
After being under shell fire constantly in the Lunenburg and Baccarat sectors, they were removed to the Champagne region where they took a more active part in the fighting. They were sent against the German offensive on July 14, 1918, when they received their first real baptism of fire. From that time on they were constantly in the fighting and were shifted to various sectors, including Chateau-Thierry and St. Mihiel regions. Transferred from the Argonne in early November, they began the drive on Sedan, when the war was brought to a close. They remained with the army of occupation in the Rhine region until April 12, thus spending 18 months in Europe.

GIVING UP MORE MEN
While Company G was fighting in the Rainbow division as Company A, 150th Machine Gun Battalion, Appleton and Outagamie co. was giving up still more service men through enlistment in the regular army, through the draft and through enlistment in the navy. Appleton was represented by about 100 men in the navy. For the handling of the draft, two districts and boards were organized. The first district including Appleton and vicinity registered 5,448 men and entrained 1,500. The other district, with headquarters in Kaukauna, registered 3,760 and drafted 1,000 men. One hundred of these were ready to enlist at the station on the day the armistice was declared.

A Students Army Training corps of more than 400 men was organized at Lawrence college prepared for service. A local unit of the state guard was also organized. It became Company A, Ninth regiment. H. E. Pomeroy was colonel of the regiment and Majore William H. Zuehlke and John M. West were given battalions.

M. S. Peerenboom was captain of the local company and William Buskie and Arthur Nigler were lieutenants. A considerable number of members of Company G were enrolled in the

FIRST ELECTRIC POWER PLANT



Thirty-Second, or Red Arrow division, which performed remarkable service in France. To show how the division was held in respect, they were called "Les Terribles" by the French. The 64th brigade, Wisconsin's Own, was commanded by Gen. C. R. Boardman of Oshkosh, with Maj. Charles A. Green of Appleton as adjutant. The division distinguished itself especially at Chateau-Thierry and in the Alsace-Marne offensive, in the Oise-Aisne sector and in the Meuse-Argonne.

Capt. Lothar Graef who left Appleton in charge of Company G became major in the machine gun battalion of which it was a part and Lieut. Allan B. Ellis succeeded Capt. Combs. Other lieutenants of the company were L. Hugo Keller, August A. Ains and William Cravhall.

FURNISH 75 OFFICERS
The city of Appleton furnished about 75 commissioned officers for the war. A considerable number of the county's soldiers were killed in action and hundreds came back with wound stripes. Ten men of the county lost their lives in the sinking of the Tuscania.

The home fires were kept burning with the work done by the War Mothers, the Red Cross, the Council of Defense and other organizations. Women gathered and prepared supplies for the comfort of the soldiers. The Red Cross raised a total of \$84,000 for soldier relief. The county subscribed a total of more than \$5,000,000 in the five Liberty loans to bring the war to a successful conclusion. A military band was organized here to play an important part in the Liberty Loan drives.

WELCOMED HOME
Never was there a greater demonstration of joy than at the time the armistice was declared on Nov. 11, 1918. And no more imposing spectacle was ever seen in Appleton than at the time of the homecoming of Company G on May 16, 1919. Several thousand dollars were raised with which to prepare the boys a reception that outshone those given in many other Wisconsin cities. The entire city was decorated in patriotic colors and the rainbow. Practically the whole population turned out to witness the sight. A large number of already discharged or wounded soldiers donned their uniforms and met the contingent at Oshkosh. Accompanied by two bands and led by Major Graef, the men came marching home, to be received shortly after with handshakes, embraces and kisses of the folk they left at home.

A third important organization of war veterans was organized under the name of Oney Johnston billiet. American war veterans. It was named in honor of Sergt. Johnston who met death early in the war. The organization later became affiliated with the American Legion. The first officers were Maj. Charles A. Green, president; Harry Sylvester and George Lampeit, vice presidents; Francis Sinudde, secretary. Karl Haugen, treasurer; Roy Manville, Gustave J. Keller and Frank Spencer, trustees.

Local organizations of the Rainbow and Red Arrow division war veterans also exist in Appleton.

First Electric Light Plant In West Was Started In This City In 1882

ELECTRICALLY speaking, Appleton lays claim to two records for the practical application of inventions of the electric light and the electric street car. The first electric railway company was established here and the first street car in the world, was started here on August 6, 1886 from Appleton Junction to Riverside cemetery. Four years previous to that, one of the first power plants for electricity had been established here and on Sept. 30, 1882, the first electric lights were burned in Appleton. The home of H. J. Rogers, the house on Prospect st now occupied by A. W. Priest, was the first house in the west to be exclusively lighted by electric lights.

No sooner had the demonstration of Edison's invention been made at Menlo Park, New Jersey, than Appleton men began to talk of lighting their city by electricity. In May of 1882, the Pearlst station in New York city was established but it was not permanently used until Sept. 1, 1882. In the meantime the Western Edison Electric Light company of Chicago had been incorporated and arrangements were made for the Appleton station almost immediately. The contract for two Edison K dynamos of a capacity to light 550 lamps, to be driven by water power, was signed on August 18, 1882.

The Appleton system was the first to be operated by water power and was the first system to be used in the west. Two mills of the Appleton Paper and Pulp company and the residence of H. J. Rogers were the first to be wired. On Sept. 27, everything was in readiness but when the power was applied no lights appeared. They did appear, however, on the following Saturday and everybody talked about the lights which made the mills and the Rogers' residence as "bright as day."

William D. Kuiz of Appleton was the first engineer of the plant. The first dynamo was placed in the two mills, but soon a central station was located on the river bank between them. This station was a small frame shack. The homes of H. D. and A. L. Smith, the Appleton Blast furnace, A. W. Patten's mill, Flom-

ing's Linen mill and the Appleton Woolen mill were soon wired and equipped with lights. The old Waverly hotel, which stood on the site of the present Elks club, was equipped with lights early in 1883. Besides Mr. Kuiz, A. C. Langsdorf, of Appleton also was connected with the running of the first plant.

The Appleton Street Railway company was organized by the late Judge Harriman and other Appleton business men. The company started out with five cars and were run by motors or the front platform of the cars. Although there was a trial line near Birmingham, Ala., Appleton, has the credit, generally conceded for

having the first electric street cars in the world.

The tracks were laid from Appleton Junction to the cemetery bridge at the end of Pacific st, a distance of three and a half miles. There were five small cars purchased to run over these tracks.

BUILD NOW BUILD RIGHT!

This is the time of the year when everyone should consider their building problems. Proper consultation with reliable contractors will often save money for those who wish to build.

We are ready at all times to help the people of this community in planning their building. Often we can make many valuable suggestions. Our experience enables us to know what things are practical, what things are not, and the most economical way to build. This service costs you nothing.

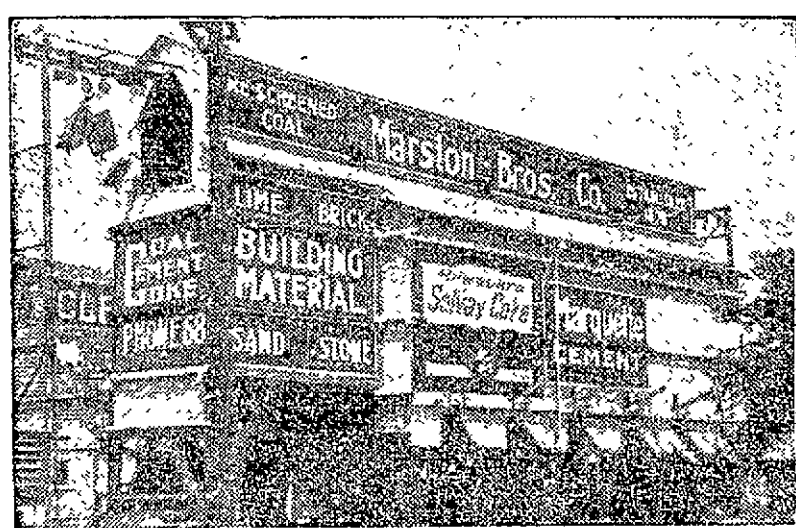
Martin Boldt & Sons

BUILDERS

545 State Road

APPLETON

Phones 1353, 3165



Growing With Appleton

Since the time of her founding Appleton has been steadily expanding, developing, growing—the ideals of her citizens ever visualizing greater and greater possibilities for a bigger and better city.

Marston Bros. Company, established 1878, has, for forty-five years been continually increasing the service facilities of its organization to keep pace with the needs of a growing community.

Years of development and growth reveals a business built upon the permanent and enduring structure of quality products and efficient service.

Marston Brothers Co.

(ESTABLISHED 1878)

There Is Only One Way To Spell Business

It Must Have A "U" and "I" In It

For years we have consistently borne this in mind. At first this store was known as the Rusch Hdwe. Co., and in later years as the Outagamie Hdwe. Co., but the change of name did not mean a change of policy.

It has been and is the policy of this store to consider the interests of our patrons first. Because, unless there is a "you" as well as an "I" in its business transactions no house can endure. We have built a business with character. A customer who comes into this store and purchases, goes out with a knowledge that for every dollar spent, fair and full value has been received.

Outagamie Hardware Co.

Phone 142

994 College Avenue



Progress Is Measured By A Community's Confidence

PROGRESS and development in Mercantile endeavor are made possible thru the powerful influence of a community's good will. Confidence in a concern's product and business integrity are the materials from which is fashioned the intangible asset of good will.

About twenty-five years ago, a furniture store, J. P. Grassberger, proprietor, opened its doors to the people of Appleton and vicinity. In 1902 Louis C. Wichmann became interested in the firm as a partner and the store was operated under the name of Grassberger and Wichmann. Several years later the founder of the store, Mr. J. P. Grassberger, retired from business, and Joseph Kronser was admitted as a partner. With the retirement of Mr. Grassberger and the addition of Mr. J. Kronser the firm became known as Wichmann and Kronser. About seven years ago, Mr. Kronser severed his connections with the firm and from that time on the present name, The Wichmann Furniture Company, has been in effect.

During these years the business grew to such an extent that larger quarters became a vital necessity in order to better serve the community, which had made this growth possible. This led to the building of a new home, erected several doors east, at 971-975 College Avenue. November 1922 saw the firm intrenched in the building which had long been the cherished dream of the members of the firm.

Frank Hoh who has been with the company for twenty years has had an interest in the firm since 1912. The present active members of the firm include Miss L. Wichmann, Frank Hoh, Joseph Loessel, and Louis J. Smith.

A Modern Furniture Store

TO THOSE who have never visited our new store, we wish to explain something about the arrangement and display of stock on the different floors. An abundance of room is necessary in order to display furniture to the best advantage and our 24,780 square feet of floor space permits of numerous and varied groupings of the different units.

Proceeding on the theory that people wishing to furnish their homes should not be compelled to go from one display room to another, the main floor contains complete home outfits which admits of ease and facility in selection.

Here you will find a complete line of davenport suites, upholstered in tapestry, leather or velour—beautiful designs for every taste and preference. Dining room suites and bedroom suites in charming and tasteful groupings. Table lamps, bridge lamps and floor lamps displayed with the various suites are shown in their full artistic and beautifying possibilities. Attractive Novelties and odd pieces are also displayed on the first floor. The balcony arrangement is similar to the first floor plan.

The second floor contains a luxuriant display of beautiful and charming rugs, linoleums and congoles. More dining room furniture and living room suites with a large selection of daybeds are also shown.

A large part of the second floor consists of our baby department. Here you will find a profusion of cribs, strollers, buggies and everything to complete the little tot's nursery.

Kitchen cabinets, kitchen tables and breakfast sets are displayed on the third floor. At the rear of the third floor the casket display room is located.

Our many years of experience in dealing with the furniture needs of the community, together with our lavish display of quality furniture makes this an ideal place for the home furnisher to satisfy his preference and taste in every way.

Wichmann Furniture Co.

971-5 COLLEGE AVENUE

TELEPHONE 460

Central Fox River Valley Is Fertile Field For Motor Vehicle

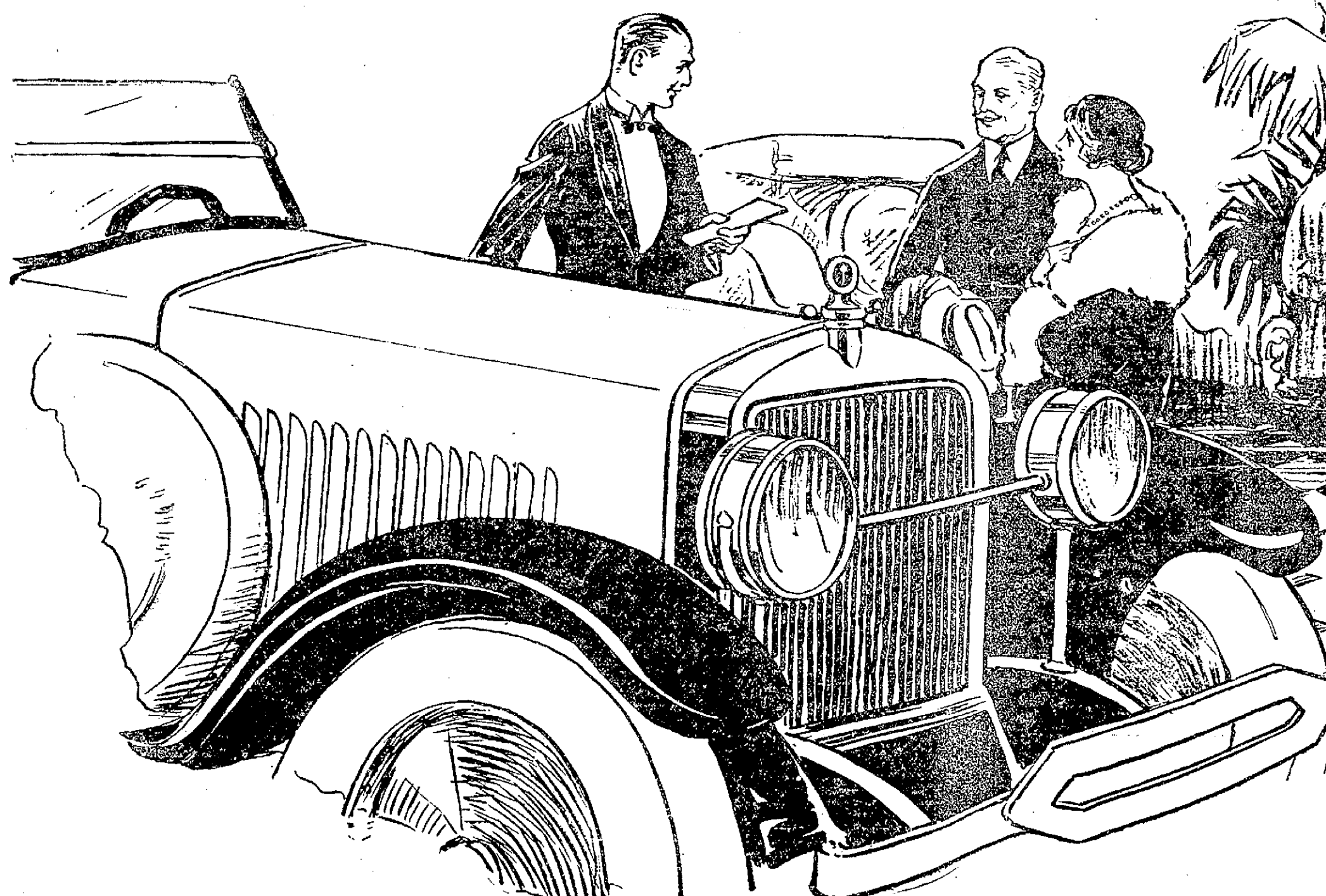
MOTORS move the United States. The Central Fox River Valley, with its prosperous cities and wealthy farming communities, is a fertile field for the automobile. Once a pleasure vehicle, owned by the more well-to-do largely as a luxury, it has become a genuine necessity to almost every man in business, to almost every family and is especially necessary to those who are living away from the marketing and trading centers.

The Central Fox River Valley probably is the most important selling point for automobiles in Wisconsin. This has been true since the first automobile chugged its way through the streets and the wondering people talked about the "horseless carriage" and predicted its failure as a commercial possibility.

There are almost as many automobiles in the Central Fox River Valley as there are in some countries of Europe and as many in Wisconsin as there are on the whole continent. And the number is growing day by day as more people come to the realization of the pleasure of owning and driving a motor vehicle.

There are now at least 7,500 automobiles in the Central Fox River Valley worth probably \$2,750,000. Of this number, 1,800 cars are in Appleton and 6,100 in Outagamie county. Neenah and Menasha and the territory adjacent to these larger cities have the remainder of the 7,500 motor vehicles.

This section of The Appleton Post-Crescent contains the message of automobile dealers to the buying public of the Central Fox River Valley. It is indicative of the appreciation they have of the great possibilities of this wondrous community. They are looking forward to the largest sales in history in 1923.



NO CAR CLOSED SEASON

AUTO OUTPUT NOT HALTED BY COLD WEATHER

Automobile Makers Disprove Theory That Industry Is "Seasonal"

Production of nearly a quarter of a million vehicles in January this year was amazing even to the men who made them, says Automotive Industries. It was the tenth consecutive month with an output in excess of 200,000. The record bettered that of last April, which was 219,000, approximately that of May, which was 256,000, was almost equal to that of July with 245,000 and was within striking distance of June, the best month in history, with 289,000.

The showing was the more astounding coming upon the heels of December, usually the duller month in the year, with 226,000. The last quarter of 1922 aggregated 700,000 which would have been highly satisfactory in the best quarter of any previous year. Another striking feature of the January production was that the output of members of the National Automobile Chamber of Commerce increased in comparison with December, while that of Ford decreased.

"AUTO-WINTER" DISAPPEARING
Up to this time the industry always has felt that its business must of necessity be seasonal, but the events of the past ten months have done much to dissipate this theory. Time was when motor vehicles were put into storage with the first cold weather and kept there until the roads were dry in the spring, but much of this economic waste now has been avoided.

Better highways have made it possible to drive most of the year in nearly all sections of the country, except when they are covered with snow, and each winter brings an increasingly large mileage of rural roads which are cleared almost as well as city streets. There are comparatively few days in the year when it is not possible to drive motor vehicles in urban centers.

STABILIZING AUTO INDUSTRY
Better maintenance of highways has made possible winter operation of automobiles and the closed car has made winter driving comfortable. Recent surveys made by the Bureau of Roads show that trucks are used as much in winter as in summer.

Every Sixth Badger Owns A Motor Car

There is today one motor vehicle for every six people in Wisconsin. This is based on the fact that in the year 1922, there were registered 361,062 passenger cars, 26,788 trucks, 5,917 motorcycles, and 2,135 dealers' licenses, a total of 400,172. Most dealers have more than one automobile under one license number. The population of the state by the last census was 2,500,000 people.

Seventeen years ago, in 1905, 1,492 motor vehicles were registered; in 1912, 27,734; in 1915, 84,536. In 1920 there was one car to every 1,600 people as compared to one car to every six people today. The increase is almost beyond belief.

In the year 1905 expenditures for highways amounted to \$2,000,000. In 1922 it amounted to \$27,000,000 including township roads. Observe that we multiplied our road expenditures by 12. In the same period we multiplied the number of motor vehicles by 260. That explains why we need roads, and shows that the things which need the roads—the motor vehicles—are increasing far more rapidly than expenditures on the roads.

TWO PLUGS IN ONE

Here is a remedy for fouled spark plugs. It's a double head plug which may be reversed when the part in use fails to work. The clip shown at the top is pulled off and snapped on to the other end, for connection with the ignition system. The manufacturers of this spark plug say it will not only give double results, but afford the motorist to keep the plugs clean by continually reversing them.

DO YOU REMEMBER YOUR LICENSE NUMBER?

Only about thirty out of every hundred auto owners know their own license numbers. Out of five autos stolen in one day, only two of the owners were able to give the police the state license numbers of their cars. The other three couldn't remember them! Learn your license number if you want to recover your car after it is stolen.

Flashlight is a handy accessory to the car.

BUILDERS OF CARS MAKING STUDY OF NEW BRAKE METHODS

American Automobile Engineers Interested In European Designs

The predominance of four wheel brakes on recent European models exhibited at Paris and London is prompting American engineers to prepare for their general introduction to this country as well. A number of the most prominent American motor car builders have been working on various types of four wheel brake design. Definite announcement of their adoption as standard equipment by certain of these makers may sooner or later be expected.

In emphasizing the greatly increased factor of safety provided by four-wheel brakes, due to their ability to stop more quickly without skidding, several interesting results growing out of their use have been neglected.

REDUCES TIRE WEAR

First, there is reduced tire wear. Only recently it has been established that the excessive wear that rear tires normally receive is due not to acceleration as is commonly supposed but to braking strain. Few cars have sufficient torque to spin their wheels, whereas brakes powerful enough to slide the rear wheels are common.

With brakes front and rear, dividing the braking effort equally among all four wheels, there is no greater wear on the rear tires than on the front. It has been found.

Oddly enough, the driver of a car equipped with four-wheel brakes, uses their quick stopping ability but seldom once their novelty has worn off. Normally, he slackens speed at about the same rate as other traffic.

This means, of course, that each of the four wheels is exerting but half the braking effort normally put forth but two, with a proportionate reduction in wear not only on tires but on brake linings.

LININGS LAST LONGER

So light is the use that four-wheel brakes normally receive and so little do they heat as a result, that ordinary brake linings, which depend somewhat on heating, to keep them in condition, are totally unsuited to four-wheel brake requirements.

Then effort required to apply four-wheel brakes, obviously, is also lessened, through being made effective over four wheels instead of two, half the pressure on the pedals being necessary.

ALMOST AS MANY AUTOS AS PHONES

The most accurate conception as to the number of automobiles there are in operation in the United States is obtained by the fact that there are almost as many automobiles in use as there are telephones, according to latest statistics.

According to figures supplied by John G. Truesdell, manager of the Radio Broadcasting Station of the American Telephone and Telegraph Company, New York City, there are 11,050,569 Bell telephones in the United States. While there are no official figures available, it is estimated that in addition there are 450,000 independent telephones, making a total of approximately 11,500,500. There are 12,500,000 automobiles in operation in the United States, according to the latest census. It has been authoritatively estimated that to his number will be added 2,500,000 more cars this year as a result of the 1923 production. Unless the telephone makes the same proportionate gain, the automobile will equal, if not exceed, the number of telephones in America by the end of this year.

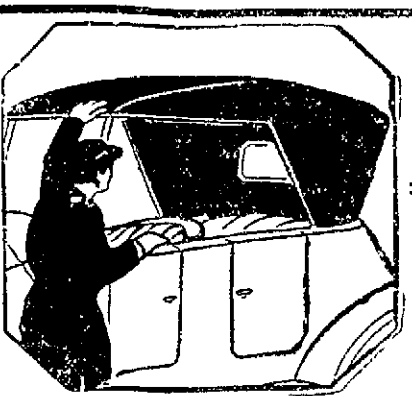
The fact that the automobile almost equals the telephone in numbers is a startling one and makes the automobile rank in importance with that of the telephone whose economic value to America's industrial and social life has been established for years. Business, as well as the countless thousands of homes, wonders today how it ever operated without the use of the telephone. The telephone has linked business in a transcontinental union and has battered down the isolation originally existing because of the tremendous territory within the borders of the United States. For the automobile to rival such a tremendous instrument of national existence as the telephone, is convincing proof that the automobile is firmly established as an economical necessity, having to none in vital importance.

USE RIGHT NAME WHEN YOU SPEAK OF YOUR CAR

Don't confuse your engine with your motor. The Society of Automotive Engineers has set these in their proper places.

The engine is the standard name for the internal combustion plant that makes your car go. The motor, however, is "an electric unit used for converting electricity into mechanical energy."

When you press the electric pedal to start your engine, you are using the motor. While the car is moving, the engine is working.



Equip Your Car with a

California Top

This is the most up-to-date and practical top on the market. In it you have a perfectly rigid and durable top. An open car for pleasure driving or an enclosed car for Fall, Winter and Spring use which makes it an all around car.

We build them on any make, size or model of car. If your old car is in good shape mechanically, have one of these tops made and you will have a more modern and practical car than you can get new today from the factory. We can give you the top in any shape you want and any color of leather.

Built with two sets of curtains, one with celluloid lights to carry in car to use in case of rain in summer and one set built extra heavy in frames with plate glass to open with doors and make car light and tight like a sedan for colder weather.

Seat Covers and Glass Curtains A Specialty

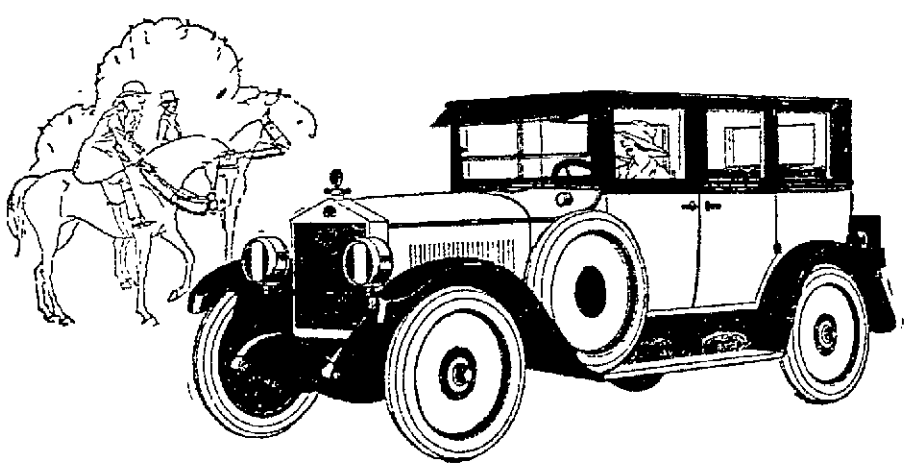
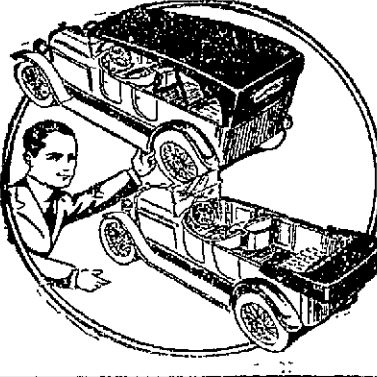
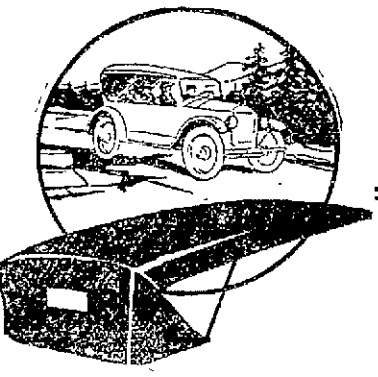
We also have the H. & B. Safety Curtains with glass windows. Curtains are so arranged that they open with the doors and neat holders are attached underneath the top to carry the curtains when not in use.

THE CURTAINS FOR ALL SEASONS OF THE YEAR

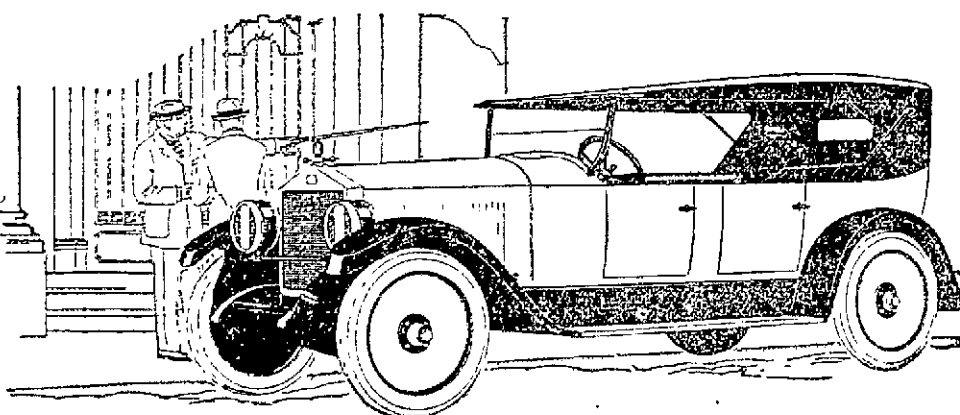
We Can Fulfill All Your Wants in the Line of Auto Trimming and Upholstering

Appleton Auto Trimming Co.

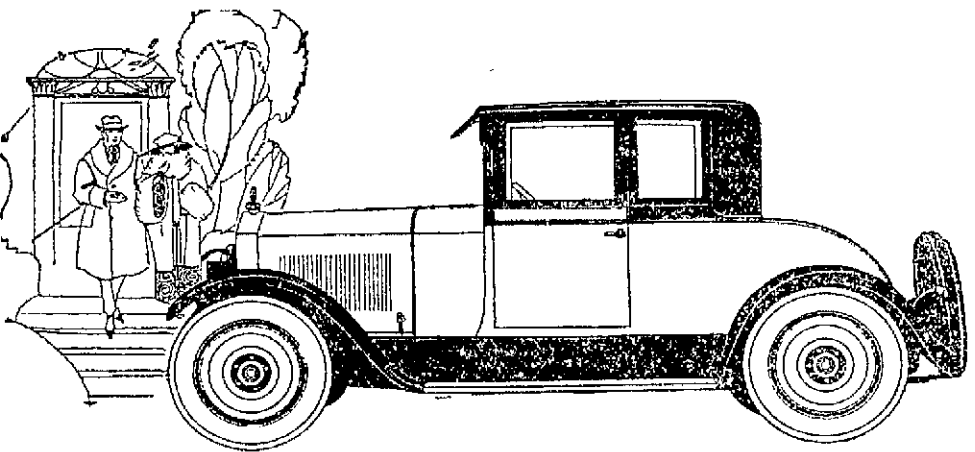
WM. SIEWERT ROBT. HILDEBRANDT
884 College Ave. Phone 532 Appleton, Wis.



The New Six 40
MOON
\$1895 Sport Sedan



The New Six 58
MOON
\$1785 Seven Passenger



The New Six 40
MOON
\$1585 Coupe

The rare attractiveness of this new modish sport model exceeds in appeal for a car of this type. You delight in the completeness of its appointments. You enthuse over its exceptional performance.

Its equipment features include two spare wheels mounted on sides at front—nickel head lamps, nickel cowl lamp and nickel tail lamp—aluminum toe plates—trunk rack and trunk—body rails—and a Perfection heater.

This new Six-58 seven-passenger Moon is the supreme achievement of fifty years' accumulative experience at fine coach work. Exclusive in line and finish—massive in appearance—swung low, with 128-inch wheelbase—it instantly wins the heart of those who seek distinction.

Seats as comfortable as your favorite lounge at home. Upholstered in hand-crushed Spanish leather. French plaited, air ventilated—which is exclusively Moon. A windshield—really drip-proof—our exclusive design also.

This new Six-40 Moon Coupe seats four persons comfortably. Upholstered in black leather trimmed with blue broadcloth—beautifully fitted and furnished.

Two wide doors. The driver's seat, set slightly forward, affords perfect freedom for driving, while the wide seat, provides ample accommodation for two. The auxiliary seat, roomy and comfortable, easily folds away under the cowl when not in use.

It is equipped with dome light—Perfection heater—cowl ventilator—and new crank-type window lifts. Two piece windshield with windshield wiper and covered metal sun visor. Spacious luggage compartment in rear deck—large compartment behind the driver's seat.

5 Pass. Touring, (6-40)	\$1295	Sport Touring, (6-40)	\$1445	Coupe, (6-40)	\$1585	Sport Sedan, (6-40)	\$1895	Sport Touring, (6-58)	\$1995
3 Pass. Roadster, (6-40)	\$1295	Tourlux, (6-40)	\$1445	5 Pass. Sedan, (6-40)	\$1695	7 Pass. Touring, (6-58)	\$1785	7 Pass. Sedan, (6-58)	\$2485

"LET A DEMONSTRATION OF THE MOON LINE HELP YOU IN CHOOSING YOUR CAR"

M. & M. Motor Co.

1005 COLLEGE AVE.

PHONE 1741

"LET A DEMONSTRATION OF THE MOON LINE HELP YOU IN CHOOSING YOUR CAR"

OUTAGAMIE COUNTY RANKS 13 IN NUMBER OF CARS

More Than 7,600 Automobiles Are Owned In Outagamie County License Bureau Figures Show

An increase of 1,500 automobiles over the number in Outagamie county on May 1 of a year ago is reported by the license bureau of the state of Wisconsin. There are now 7,649 cars in this county, as compared with approximately 6,100 a year ago. About 2,300 of these cars are in Appleton whereas a year ago there were approximately 1,800 here.

Automobiles in Outagamie county now represent approximately \$2,676,240. Outagamie county ranks thirteenth in Wisconsin in the number of automobiles and tenth in population. Milwaukee county, with 84,515 cars, leads the state and Dane county, with 17,128 is second and Rock county, 11,029, is third.

Statistics show there are now 361,000 automobiles in Wisconsin.

Appleton with its 2,500 automobiles, ranks well up in Wisconsin in per capita ownership. Janesville has 2,100 cars and Beloit boasts about the same number. It is estimated that 65 per cent of the cars owned in Wisconsin are of the cheaper class and the remaining 35 per cent are listed among the higher priced cars.

ONE CAR TO 2.5 PERSONS
The per capita car ownership in Outagamie county is about one to each 2.5 persons. In Appleton the ratio is one to every 2.5 persons. The densest automobile population is in Green county where there is an automobile to every 3.0 persons. That means an average of more than one car for every family. Green county also has the distinction of having the largest per capita wealth of any county in the United States. In Madison the car ownership ratio is a car for every 4.7 persons.

EIGHTH IN TRUCKS
Outagamie county ranks eighth in the number of trucks owned, with Milwaukee leading the state. The state

license bureau reports 628 trucks in Outagamie county, 724 in Winnebago, 562 in Brown and 160 in Calumet. There are 26,783 in the state.

In the number of motorcycles Outagamie county ranks seventh, with 160 machines. Milwaukee county has 2020, Brown has 122, Winnebago, 167 and Calumet, 160.

There are 44 automobile dealers in this county. It ranks tenth in this respect. There are 2,135 dealers in Wisconsin. Milwaukee, as usual, leads all the rest with 255 dealers and Dane is next with 115. In Winnebago county there are 43 dealers, in Brown, 43, and Calumet, 18.

The increase in the number of cars owned in this state has been tremendous. In 1905, when licensing was started, there were but 1,492 machines. Now there are 361,000 or about 242 times as many. In 1922 there were only 24,573 cars listed in the state. The number of cars now is 15 times as great as it was 11 years ago.

Here is a table which shows the number of automobiles and trucks in the various counties of the state:

County	Automobiles	Trucks
Adams	1,118	40
Ashland	2,057	80
Barron	5,096	212
Bayfield	1,343	80
Brown	7,842	562
Buffalo	2,522	172
Burnett	1,516	160
Calumet	3,160	160
Chippewa	4,942	229
Clark	4,326	181
Columbia	5,095	219
Crawford	2,359	80
Dane	17,128	1,282
Dodge	8,601	449
Door	2,786	399
Douglas	4,015	163
Dunn	4,216	150
Fau Claire	4,710	272
Florence	404	15
Fond du Lac	9,590	550
Forest	796	52
Grant	7,730	515
Green	4,853	374
Green Lake	3,575	132
Iowa	2,657	124
Iron	605	61
Jackson	2,577	127
Jefferson	6,461	333
Jineau	2,559	102
Kenosha	5,708	416
Kewaunee	2,541	122
La Crosse	6,492	376
La Fayette	2,516	160
Lancaster	2,270	96
Lincoln	2,344	136
Manitowoc	7,501	413
Marathon	7,785	315
Marquette	3,336	191
Marquette	1,613	74
Milwaukee	84,515	2,020
Monroe	4,467	189
Oconto	3,031	152
Oneida	7,705	14
Outagamie	7,649	628
Shawano	2,756	154
Shawano	1,237	57
Pierce	3,761	148
Polk	4,323	158
Portage	4,047	171
Price	1,577	56
Racine	9,480	914
Richland	2,692	139
Rock	11,029	726
Rusk	1,769	76
St. Croix	4,038	151
Sauk	5,620	401
Sawyer	722	43
Shawano	4,724	128
Sheboygan	8,945	609
Taylor	1,677	67
Trempealeau	3,667	215
Vernon	4,984	172
Vilas	786	58
Walworth	6,278	495
Washburn	1,210	56
Washington	4,910	471
Waukesha	7,754	1,028
Totals	361,060	26,788

U. S. PLANNING TO LEAD WHOLE WORLD IN BLIMP BUILDING

Great New American Dirigible To Be Used For Peace Time Purposes

BY HARRY B. HUNT
Washington—Gigantic military dirigibles have caused America's most appalling air disasters. But undaunted, America plans to lead the world in development of this type of aircraft with a program so ambitious that it may revolutionize world travel—a program that includes even a flight to the north pole.

The ZR-1, monster dirigible now nearing completion by the navy, was planned as a factor in national defense. Already, though, the Navy Department's bureau of aeronautics has arranged for it a peace-time career of world-wide benefit.

"Have not great dirigibles proven themselves failures for all practical uses? They either break in two, like the ZR-2, or blow up like the Roma. Why spend additional millions in building experimental craft of a type whose value is chiefly theoretical and which has produced so high a record of disaster?"

I put questions like these to Rear Admiral William A. Moffet, chief of the navy's bureau of aeronautics. After the loss of the ZR-2, Moffet replied, "There was a great deal of discussion as to whether we should carry on in developing large lighter-than-air ships."

"In reaching our decision to go

ahead, we were guided by considerations other than those of a strictly naval nature. It is by experimentation and study, by elimination of structural defects and weaknesses, by practice and perseverance, we could develop a new method of transportation, that alone would be worth every cent."

WILL USE HELIUM
The ZR-1, unlike the ZR-2 and the Roma, will be flown with helium gas, not hydrogen. That will eliminate the hazard of explosions. We have on hand now more than enough helium to fill her and our production is constantly increasing.

"We are developing portable mooring masts of a kind that may be set up readily at points between which flights are to be tried out. In addition to these, permanent mooring masts will be erected at a number of points, both on the Atlantic and Pacific coasts and inland."

The ZR-1, it is expected, will be completed and ready for tests by late July or early August.

First flights will be made in the neighborhood of Lakehurst, N. J., to test out structural correctness, responsiveness to control, power and speed.

Following any necessary changes, the ZR-1 will begin nosing out for longer trips. New York, Philadelphia, Baltimore and Washington will be among the first cities visited.

WILL TOUR U. S.

After these will come the real test of her ability. Chicago, St. Louis, Fort Worth, San Diego are the probable stopping points on the first attempted transcontinental flight.

Then up the Pacific coast over Los Angeles to San Francisco, to Portland, to Seattle and Bremerton, Wash. Whether a return flight will be attempted over the northern route, possibly via Helena or Butte, Mont., St. Paul and Minneapolis, Milwaukee, Cleveland and Buffalo will be determined largely by experience gained on the westward trip.

GERMAN SHIP, TOO

Before these transcontinental flights by the ZR-1 are concluded, however, the navy expects to receive from Germany the ZR-3, being built by the Zeppelin Co. This is paid for by the German government to replace the dirigible assigned to the United States

BETTER DRIVERS IN ENGLAND THAN IN UNITED STATES

Necessity For Economy Has Brought About Greater Care Of Cars

The English are better drivers than we are.

This is the conclusion of American automotive engineers who have been observing automobile methods abroad. This superiority, they say, has been forced upon them through high prices of automobiles, automobile parts and motor fuel.

Economy has brought about a greater care in driving and in the upkeep of the automobile, say the engineers. For example, the high price of gaso-

line—or petrol, as it is called in England—has directed the motorist's attention to the use of the accelerator pedal and the care of his engine.

"The English will permit an engine to run long enough to warm up before starting," explains H. H. Rice, president of the Cadillac company. "Whereas here we expect the engine to start functioning properly almost immediately."

The result is a marked saving in the amount of fuel used by the English method of preheating the engine, as against a great waste by the American practice.

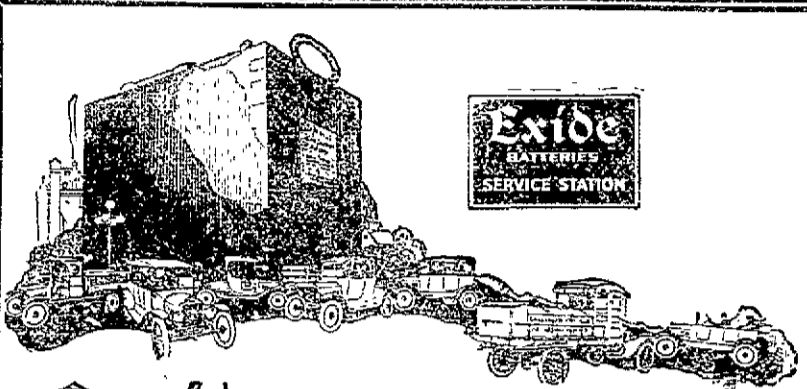
For this reason, British automotive engineers have not given much thought to the correction of the fuel feed system. Better gasoline also has aided the English in the proper control of their cars.

American engineers, however, are

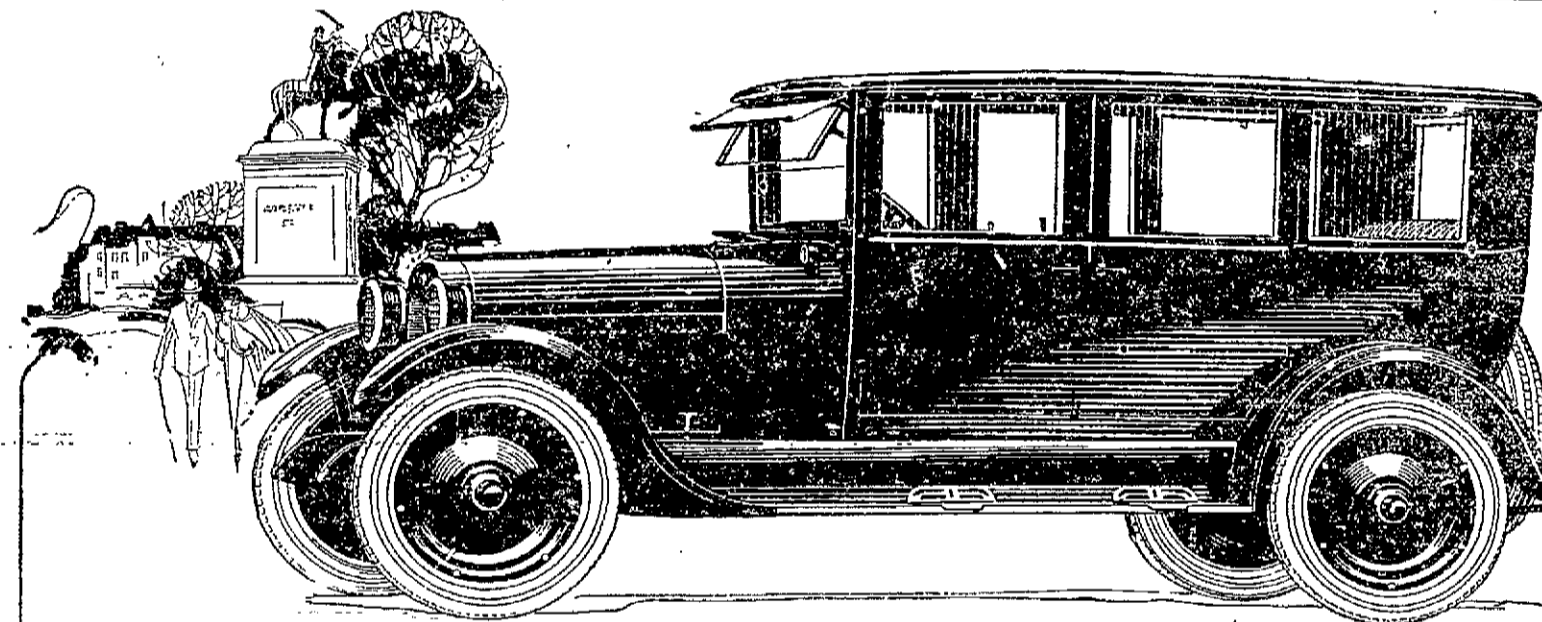
devoting their efforts toward perfecting a carburetor system that would save fuel. The British do this of their own accord.

Economy has forced the British to become better drivers in yet another way. That is, by letting the car roll to a stop. The brakes are used as sparingly as possible. The fuel control is shut off at an appreciable distance from the stopping point. And the tendency for a quick stop or jump get-away is avoided.

All of which are marks of a good driver, say engineers. Better, they save gasoline and the braking system and prolong the life of the car. Besides, the machine is well under control at just the point where this control is essential—as at street crossings—and the danger of accident is diminished.



Exide
BATTERIES
BATTERIES FOR EVERY MAKE OF CAR — ACCESSORIES, ETC.
EXIDE BATTERY SERVICE CO.
1017 COLLEGE AVE. PHONE 44



Five-Passenger All-Steel Panded
SEDAN \$1885
At Lansing, Add Federal Tax

REO

The Gold Standard of Values

Based on the volume of value embodied above the frame, and below it, this latest Reo Sedan puts more purchasing power in the closed car dollar. To substantiate this:

Above the Frame,—

There's a craftsman-built body, with sturdy steel panels over a rugged hardwood framework, braced with drop forgings,—

Beauty of appearance which follows the careful blending of quiet refinement with modish trends,—

Interior appointments that spell ultra comfort, and a goodness of materials that adds longevity to the comfort qualities,—

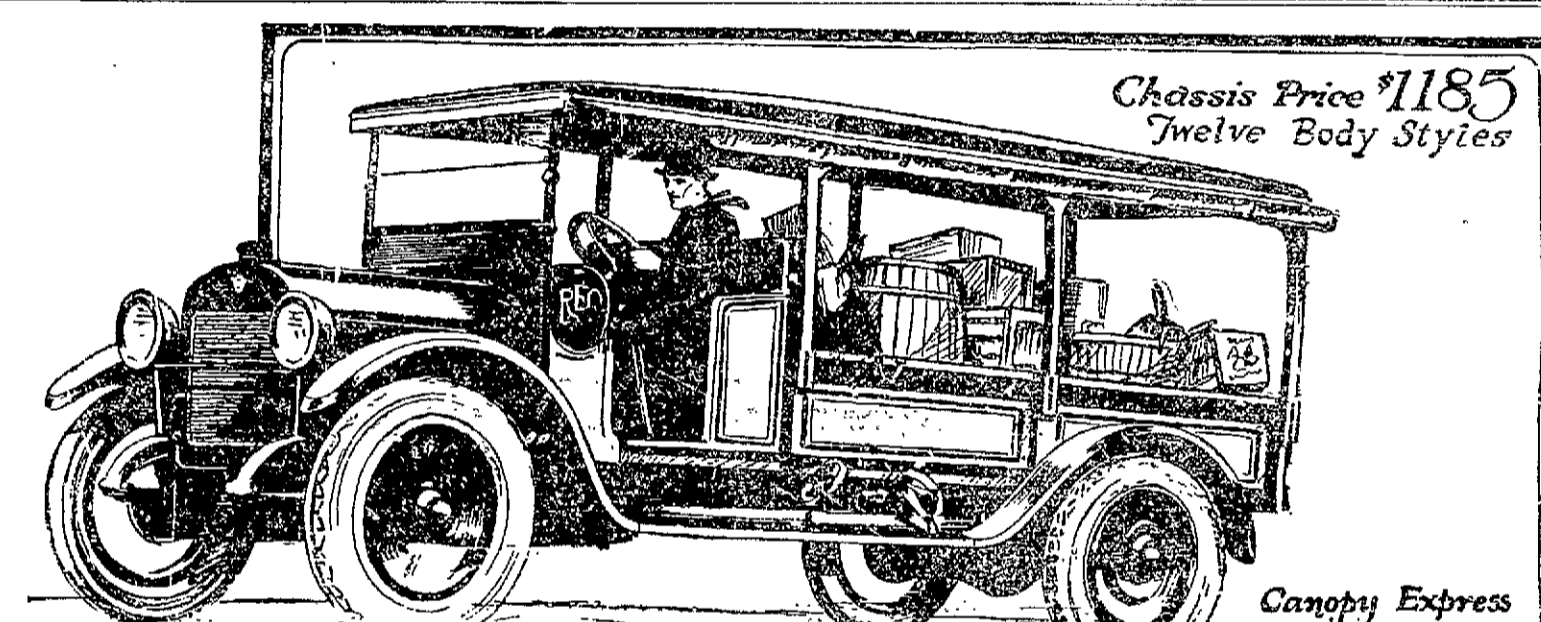
A compactly arranged instrument panel and the unique Reo dual foot control, which put unusual neatness and roominess in the front compartment.

Below the Frame,—

There's the distinctive Reo chassis, where major power units are cradled in an inner frame, suspended in and below the main frame,—

The rugged Reo six-cylinder 50 h. p. engine, with a 4-bearing crankshaft, correctly located valves, ground cylinders, aluminum alloy pistons and never-failing cooling and lubrication systems, so that power will always be plentiful and dependable.

And a 13-plate clutch; an amidship-located transmission with large faced, quiet running gears; a sturdy rear axle; and long, flexible springs. And the price is \$1885!



Chassis Price \$1185
Twelve Body Styles

Canopy Express
\$1375
At Lansing, Add Federal Tax

SPEED WAGON
REO

MANUFACTURED Not Assembled!

THE Speed Wagon is a Reo creation, and every major unit is a Reo product—designed and manufactured in the big Reo shops.

Engine, clutch, transmission, universal joints, propeller shaft, rear axle,—the whole power line,—was planned as an entirety. Every unit functions harmoniously with its neighbor.

And the same practice, and the same advantages, apply to every other part of the chassis. Springs, frame, and each unit is planned and produced solely for Speed Wagon service.

The inner-frame mounting of power units, the amidship location of transmission, the equitable balancing of weight over the four wheels,—these are unusual practices, and mean a lot to the truck owner. Reo can manufacture trucks this way because all the facilities are self-contained.

Physically and financially, Reo is solidly established. No Speed Wagon, or other Reo product, will ever be orphaned!

The Speed Wagon represents the lowest cost of highway freightage, regardless of the price or capacity of the vehicle with which it may be compared. Its capacity is from 500 to 2500 pounds. More than 75,000 are in service.

ASK FOR A DEMONSTRATION

APPLETON AUTO CO.

PHONE 198 COLLEGE AVENUE

THE SPEED WAGON IS MANUFACTURED BY THE REO MOTOR CAR COMPANY, at LANSING, MICHIGAN



Ask for Demonstration

APPLETON AUTO CO.

Phone 198

College Ave.

REO MOTOR CAR COMPANY, Lansing, Michigan

624 Appleton
Street
APPLETON

Wolter Imp. & Auto Co.

624 Appleton
Street
APPLETON

DODGE BROTHERS BUSINESS SEDAN

Dodge Brothers, with equal aptness, could have named it the Family Sedan.

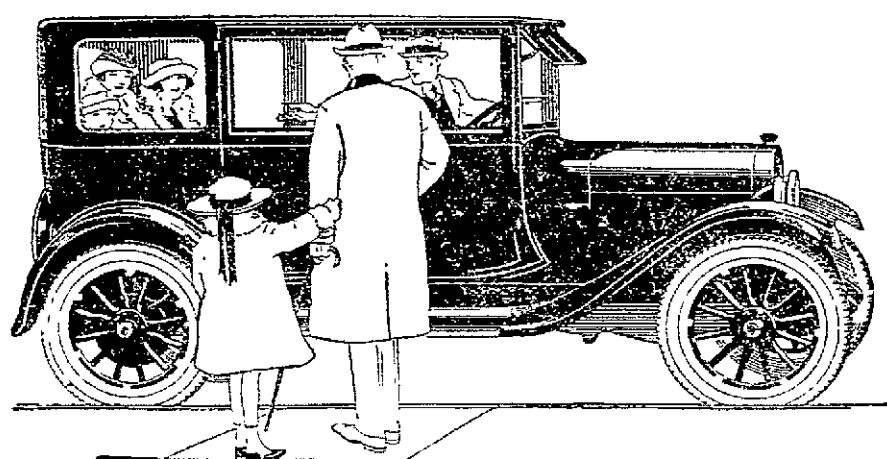
In the first place, it is big and roomy—a five-passenger car that will really seat five adults in comfort. There is no space wasted on superfluous adornments. Every inch of body and chassis is put to actual use.

There are no delicate cloth furnishings to be soiled by the children. The seats are upholstered in durable and attractive blue Spanish leather.

There is no sensitive varnish to be easily scratched or finger-spotted. The body is steel-built—a new principle in Sedan design—making it possible to finish the exterior in Dodge Brothers oven-baked enamel, the most durable finish known.

The rear seat furnishings come out—instantly converting the rear section into a spacious carrying compartment—handy for carrying trunks, boxes and household luggage of all sorts.

Children can romp and play to their hearts' content in this car, and when cleaning time comes, you can turn the hose on it—inside and out.



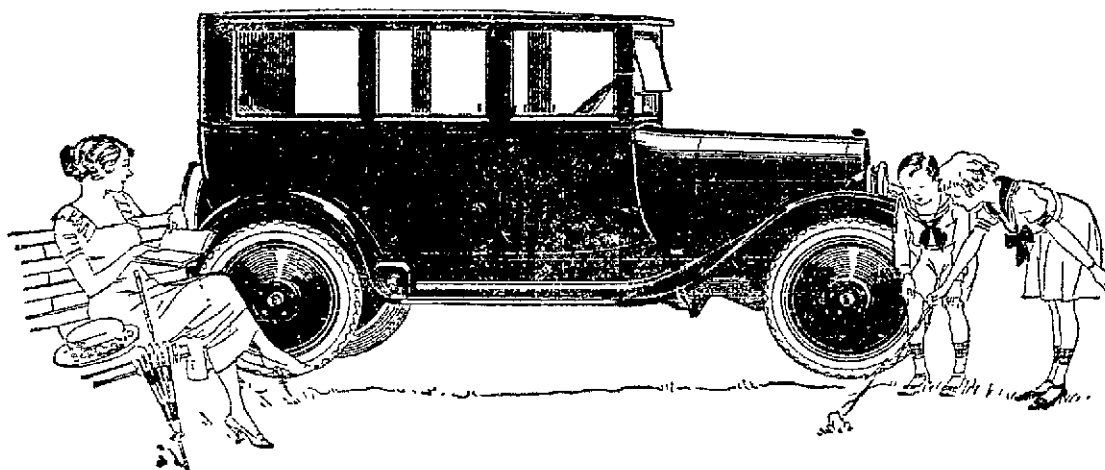
Patents Pending

DODGE BROTHERS TYPE A SEDAN

The car's usefulness is admirably in keeping with its innate goodness.

In summer it protects you from heat; in winter it protects you from cold. Day in and day out it insures you against expensive upkeep and repair costs.

Recent improvements have greatly increased its sturdiness and the trim beauty of its body lines.

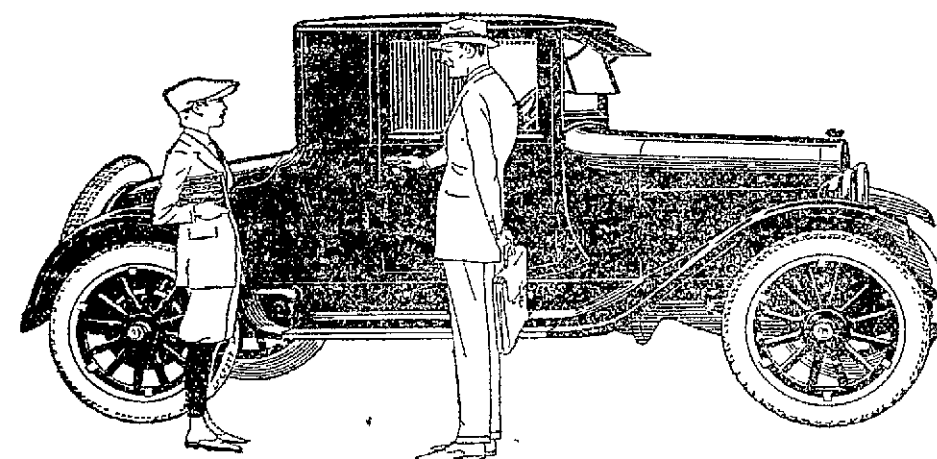


DODGE BROTHERS BUSINESS COUPE

With this coupe Dodge Brothers have proved once for all that a closed car can be as sturdy and practically as inexpensive as an open roadster.

This is largely due to the all-steel body—the first ever marketed—which admits of lower cost of manufacture through standardized machine production. Unlike wood, the steel surface will take a finish of enamel, baked on at high temperature. This process results in a permanent lustre, and eliminates the trouble and expense of repainting.

The wide straight seat is upholstered in genuine Spanish blue leather, durable and readily cleaned.



DODGE BROTHERS TOURING CAR

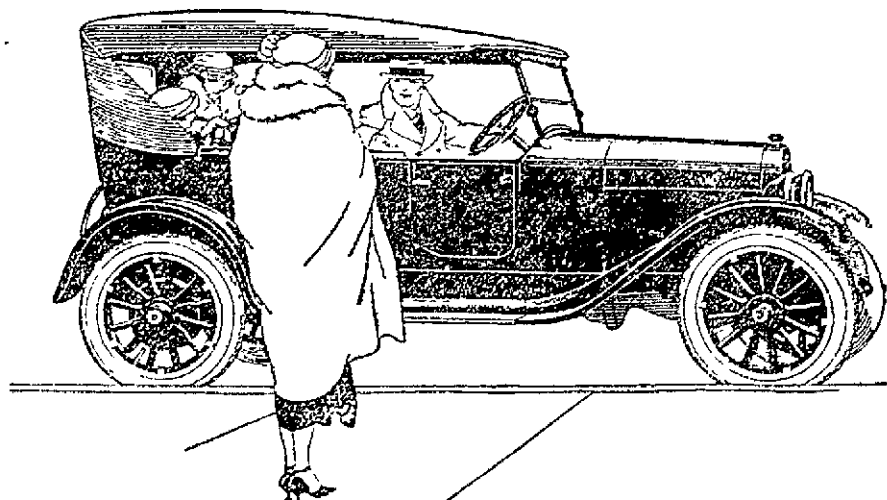
As Spring days approach, the demand for Dodge Brothers Touring Car mounts swiftly.

Dodge Brothers one problem, at present, is not how many Touring Cars they can sell, but how many they can build.

Never was public approval of Dodge Brothers product more obvious, and never was it more richly deserved.

Improvements, rarely spoken of but constantly being made, have brought the car to a state of perfection which can only be described as remarkable, even for Dodge Brothers.

Every part which takes a major strain is built of chrome vanadium steel. Many more pieces of alloy steel are used in vital parts than normal wear requires.



Dependability, Economy, Strength, Beauty,
Power, Safety and Low Depreciation—
Are Always Associated With Dodge
Brothers Motor Cars

PLEASURE CARS

Touring	\$ 880
Business Coupe	\$ 980
Business Sedan	\$1195
Type A Sedan	\$1440

COMMERCIAL CARS

$\frac{3}{4}$ Ton Rating

Chassis	\$730
Screen Body	\$880
Panel Body	\$980

TRUCKS

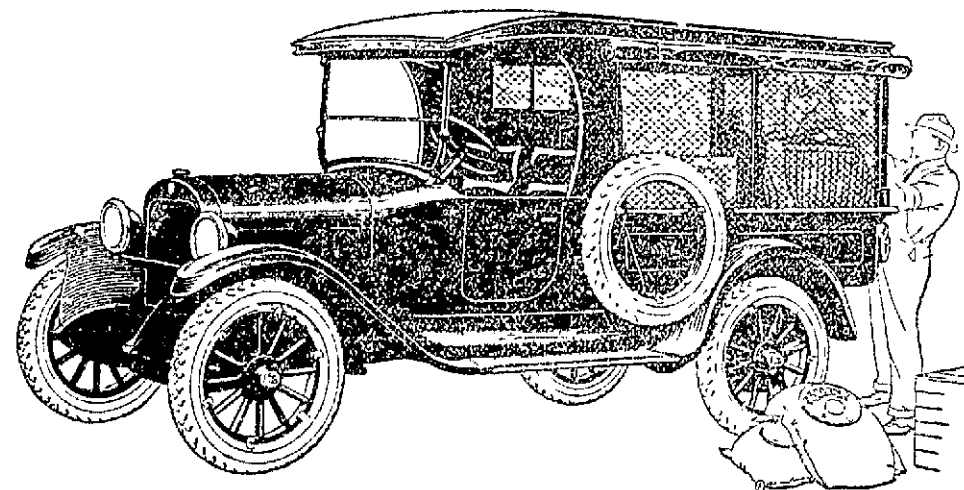
One Ton Chassis	\$1265
1½ Ton Chassis	\$1325

DODGE BROTHERS COMMERCIAL CAR

The car's long-established reputation for faithful, low-cost service has not influenced Dodge Brothers in their constant seeking after betterments.

A semi-floating rear-axle is now provided, embodying the latest ideas in rear axle design. The main housing is 75 per cent stronger. One large Timken bearing at the hub replaces two small bearings and gives 100 per cent greater carrying capacity. Larger ring gear and drive pinion make possible a new, tooth shape, giving quiet operation and 45 per cent increase in strength. Larger front and rear propeller shaft bearings more than double the drive thrust capacity.

Conservative changes in body lines have materially enhanced the attractiveness of the car's appearance.



Motor Inn Garage

230 W Wisconsin Ave., Neenah

WATCH YOUR CAR TIRES

MILLIONS OF TIRES WASTED THRU NEGLIGENCE

Editor Of Tire Magazine Urges Care In Selection Of Tires

(BY JEROME T. SHAW, EDITOR, TIRES, NEW YORK)

Some day, Mr. Motorist, when you are laid up at the road-side awaiting the arrival of the service car with a new tire or are indulging in that popular little pastime entitled "making use of the spare," give a thought to the tires on your car! If you are the average car owner that will be the only time that tires, the indispensable equipment of your motor vehicle, will receive any consideration from you. And then, nine times out of ten, the consideration will be in the nature of condemnation of the particular tire responsible for the interruption of your trip or of tires in general.

Bearing in mind that tires are constructed entirely of vegetable matter, crude rubber and cotton fabric, and that as the average motorist you have failed to give them more than passing attention, in fact have neglected them entirely, you really have no grievance to register when they fail to render the service you expect.

Of course, if you have been unfortunate enough to place your faith and your money in what the regular tire dealer calls a "rip" tire the situation may be different. But let us consider the real tire, that made by responsible manufacturers and sold by dealers whose interest in you does not stop when they ring the cash register. This real tire, and it is made carrying the brand name of quite a number of companies, if given the proper attention, will return a service in mileage that cannot help but satisfy even the most economical motorist.

"Proper attention" is the answer to the tire situation. How this advice from the tire dealers and manufacturers is given little consideration from motorists as indicated by the statement made by one tire company to the effect that not 50 per cent of the tires sold in 1921 were sufficiently cared for to permit them to deliver half the mileage built in to them by the makers. In other words, of the approximately 35,000,000 pneumatic tires made last year

about 15,000,000 were wasted. Working on the basis that the average tire would give 7,000 miles, which is putting it conservatively, there were more than 100,000,000 miles of service thrown into the junk pile. When figured on a dollar and cents basis this waste is startling!

One does not have to be an expert mechanic to take care of his tire equipment. If any major injuries develop pass the job of repairing them on to the man who makes that work his business. If you make certain that the inflation is according to schedule set down by the manufacturer, you will be insuring yourself against virtually all of the ills that can befall a tire. Care in driving is also essential to high tire mileage. If you persist in running in car tracks, bouncing over curbs, and demonstrating how quickly your brakes work when there is no emergency to warrant quick action you can set yourself down as a mileage—and dollar—waster.

Here, in a sort of reverse of cause and effect, are some of the abuses to which tires are subject:

Bruised blowouts and stone bruises are the result of coming in contact with an object which causes the fabric to stretch beyond its elastic strength. Such objects may be stones, holes in the road, backing against the curb, rounding corners, and causing the rear wheel to strike the curb, etc.

It is not always true that when a tire gets a stone bruise it will necessarily blow out, due to the fact that the break caused may be sufficiently small to avoid pinching the tube for some time. The tread may be of sufficient strength to hold the air pressure. A tire run underinflated is more subject to a stone bruise or bruised blow-out than one properly inflated, due to the fact that the indentation or stretching of the fabric will take place much easier when the tire is soft.

Chafed fabric results from running with an unvulcanized blowout patch or from running under inflated and allowing the tube to chafe. The latter is especially true in cord tires. An unvulcanized blowout patch is manufactured only to give temporary relief, and if a patch is to be used permanently it should be vulcanized to avoid any possibility of friction being present.

Cracked fabric is the result of underinflation or overloading. Every manufacturer has a recommendation as to the maximum load to be carried and a specified air pressure. This should be strictly observed by the motorist.

It is only natural that the average motorist, realizing that a car runs easier when the tires contain a low pressure, will have a tendency to avoid a sufficient inflation. There is no danger of putting in too much air because any standard tire will

hold at least three times the amount of air pressure recommended.

Separated plies of fabric are due to exactly the same condition as above. It causes a considerable widening of the running surface of the tire and considerable flexing motion, causing the cushion to gradually break and release the adhesion between the tread and carcass, or between the various plies of fabric.

Rim cuts also result from this underinflation or overloading, due to the fact that this neglect permits the tires to lay down on the sharp edges of the rim. This is especially true with clincher type tires. Further than this, rusty and bent rims cause many rim cuts. The lateral sway caused by the fast turning of corners will also cause practically the same injuries as underinflation. Corners should be rounded at a reasonable speed.

Broken heads are the result of carelessness in application and serious blowout encountered quite often in turning corners. Thread cuts and punctures result from glass, nails, cans, sharp stones, etc. Many a motorist will pass over these things unknowingly. However, a large number of them will not take the trouble to pull out to one side of the road if they see a slight obstruction.

Separation of the tread and plies is the result of underinflation, overloading and small cuts, which allow sand and moisture to enter and break up the adhesive qualities of the carcass.

A prematurely worn tread may be attributed to the following causes: Wheel out of alignment or wobbly wheel, bent axle, grabby brakes and clutch, spinning of wheel, skidding, underinflation or overloading, fender cuts, chain abuses and car track wear.

A wheel out of alignment will in most cases wear the tire down around the complete circumference, leaving a very sharp edge that has the appearance of simply being ground off. A wobbly wheel is mostly indicated by the tire being worn down in one or two spots. The same conditions usually exist in tires running on a front wheel. However, a wobbly wheel and bent axle are possible on the rear of a car.

Grabbing clutch or brakes and skidding will cause the car to either stop or start suddenly and grind off the tread in one or several places. Fender cuts are result of a common mishap when the fender will drag on and cut the tire. When the car is not loaded the motorist will not notice this because the fender is not forced down onto the tire, but when the car is loaded it will drag sometimes unknowingly to the motorist. The same injury may be caused by projecting bolts or screws of any kind.

Chains properly fitted and only used when needed will not seriously injure a tire. However, they should at

Car Industry Affects Many Trade Lines

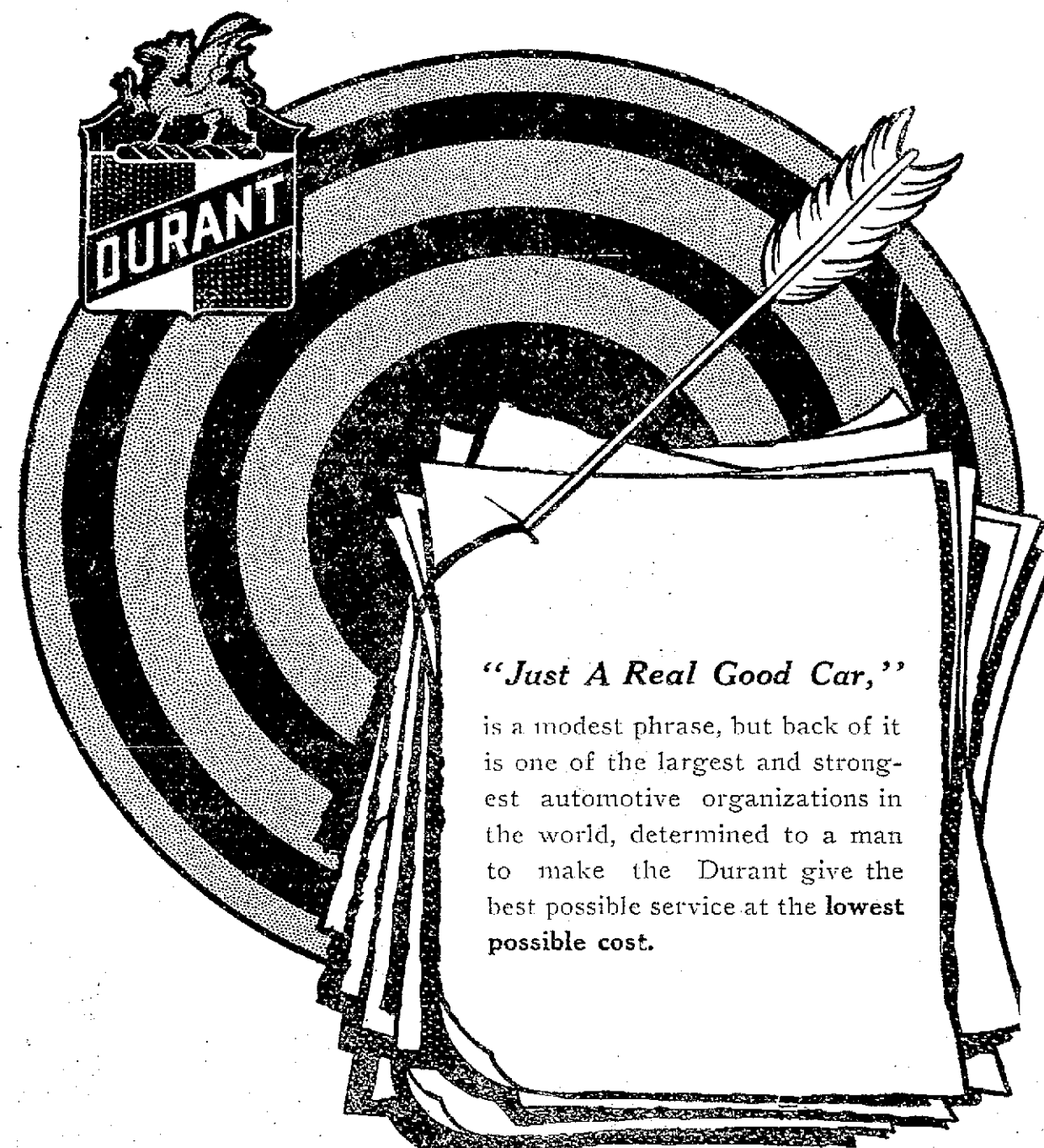
How the auto industry affects other businesses is shown in the following figures:

Number of carloads of automobiles and parts shipped by railroad....	500,000
Per cent of rubber supply used by automobile industry	83%
Per cent of plate glass supply used by automobile industry	30%
Per cent of aluminum supply used by automobile industry	20%
Per cent of iron and steel supply used by automobile industry ..	4%
Number of doctors using motor cars	110,000
Number of Motor cars owned by corporations, Gasoline consumption (U. S.) 1922 (gals.)	600,000
Average monthly surplus of gasoline (gals.)	5,300,000,000
Gasoline consumption (U. S.) 1921 (gals.)	784,261,000
Per cent of cars used more or less for business	4,506,706,000
Per cent of total car mileage used entirely for business	90%
	60%

all times be loose and allowed to creep so that they may hit a different part of the tire surface at every revolution. Further than this they should not be used on paved streets unless absolutely necessary, because it is then necessary to indent the tire to make room for the chain. In dirt or sand the indentation would be in the ground.

Running in car tracks will cause the tire to wear down on each side just where it comes in contact with the edges of the track. This will also cause a flexing motion which will result in tread separation, due to the fact that an extra flexing motion is developed in the tire, this resulting in the friction or cushion being stretched beyond its elastic strength and breaking. A spinning wheel often results in the tread being worn down entirely or in being cut in several places very deeply around the complete circumference of the tire. When a car becomes stuck in a hole or a rut, and it is necessary to spin the wheels in order to get out the tread is quite often cut up by small stones or glass in the bottom of the rut. At times this may extend into a number of or all of the plies of fabric, and cause the tire to be absolutely worthless. At other times it may be only slight and can be taken care of by repairing or retreading.

"Just A Real Good Car"



"Just A Real Good Car,"

is a modest phrase, but back of it is one of the largest and strongest automotive organizations in the world, determined to a man to make the Durant give the best possible service at the lowest possible cost.

Durant Prices and Models

Sport Touring	\$1065
Touring Sedan	\$1465
Coupe	\$1365
Regular Touring	\$ 890
Regular Sedan	\$1365
Roadster	\$ 890
Business Coupe	\$1035

All prices are f.o.b. Lansing, Mich.

Star Models and Prices

All prices are f.o.b. Lansing, Mich.
Effective Until May 1st, 1923, After Which Prices Will Increase

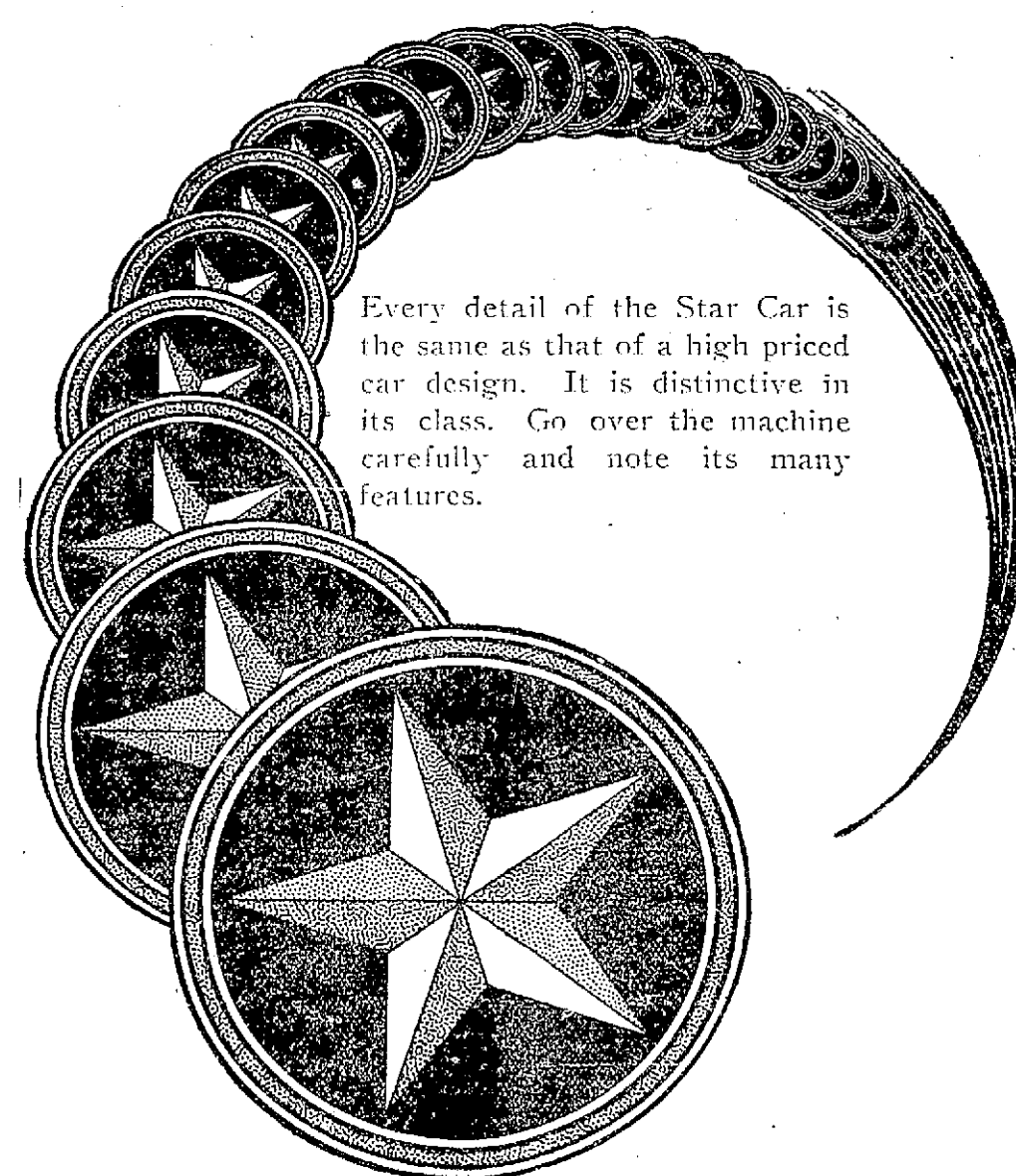
Commercial Chassis, Starter and Demountable Rims	\$380
Roadster, Plain	\$319
Roadster, Starter and Demountable Rims ..	\$414
Touring, Plain	\$348
Touring, Starter and Demountable Rims ..	\$443
Coupe, Starter and Demountable Rims ..	\$580
Sedan, Starter and Demountable Rims ..	\$645

The Star—An Economical Car

A Low Priced Car With the High Priced Design

Distinctive in its Class

Every detail of the Star Car is the same as that of a high priced car design. It is distinctive in its class. Go over the machine carefully and note its many features.



Would you drive a horse with a Broken Leg?

You wouldn't think of it. Yet you may be abusing your car, by driving it, when the whole engine is out of condition.

You cannot expect any better service out of an automobile, when the motor is out of condition, than you could out of a horse with a broken leg.

We have in our employ expert automobile mechanics, and these together with our complete equipment assure you of expert and prompt service.

Automotive Regrinding & Welding Company

Cylinders Reground--Pistons Fitted--Overhauling

Superior Street

Phone 2455

General Auto Shop

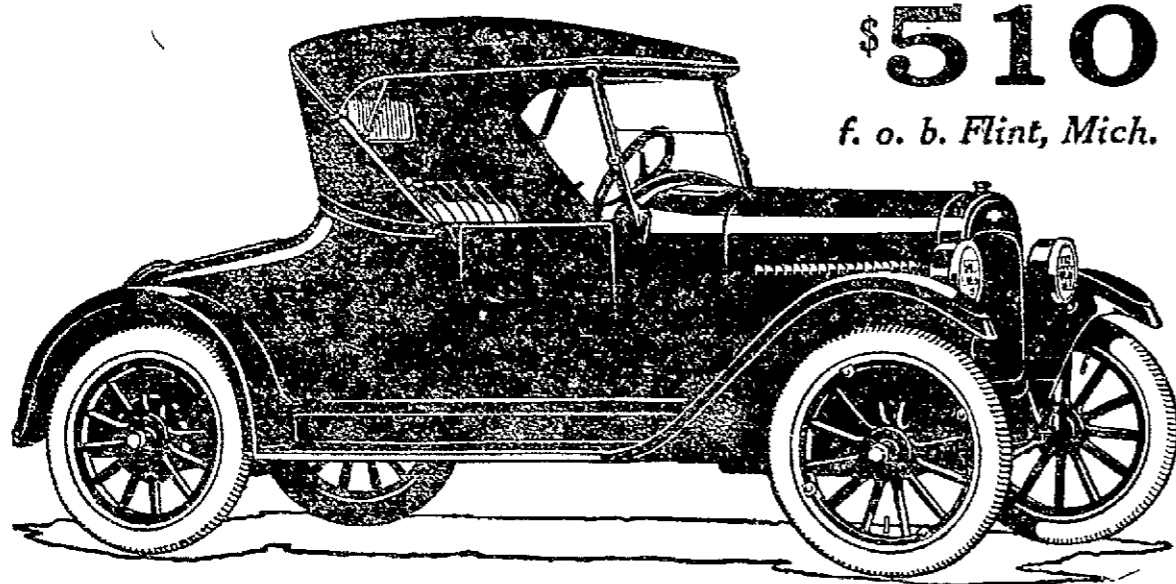
768 Washington Street

Phone 2498

FOR ECONOMICAL

\$510

f. o. b. Flint, Mich.

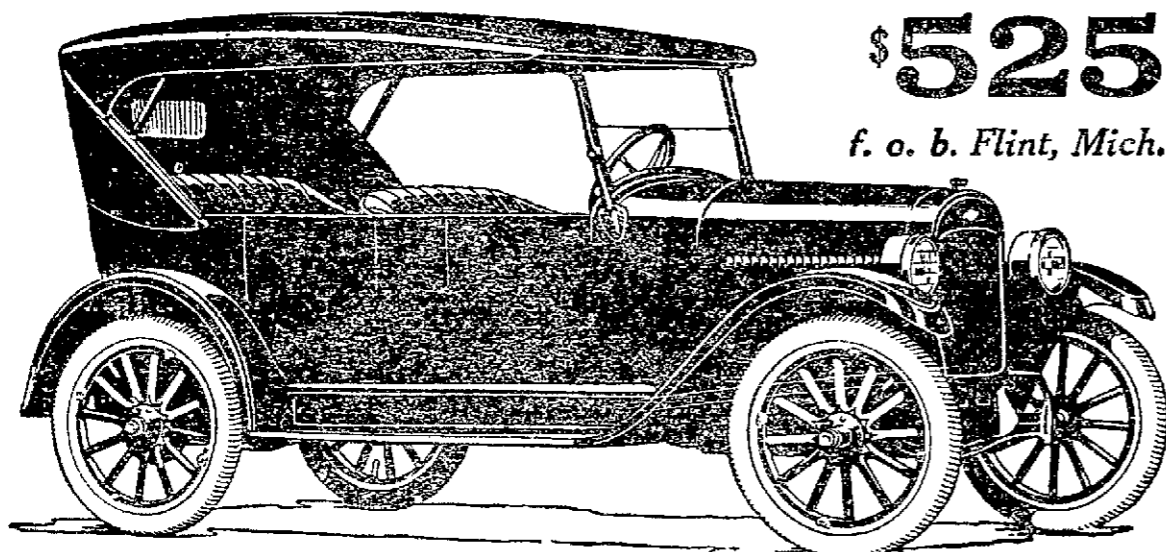


SUPERIOR CHEVROLET 2-PASS. ROADSTER

Many professional people, salesmen, and farmers prefer this Roadster because of convenient facilities for carrying instruments, merchandise, or luggage in the large rear compartment. Because of reduced carrying capacity this car costs even less for gasoline and tires than the Touring, and therefore provides on the average the most economical motor transportation available.

\$525

f. o. b. Flint, Mich.

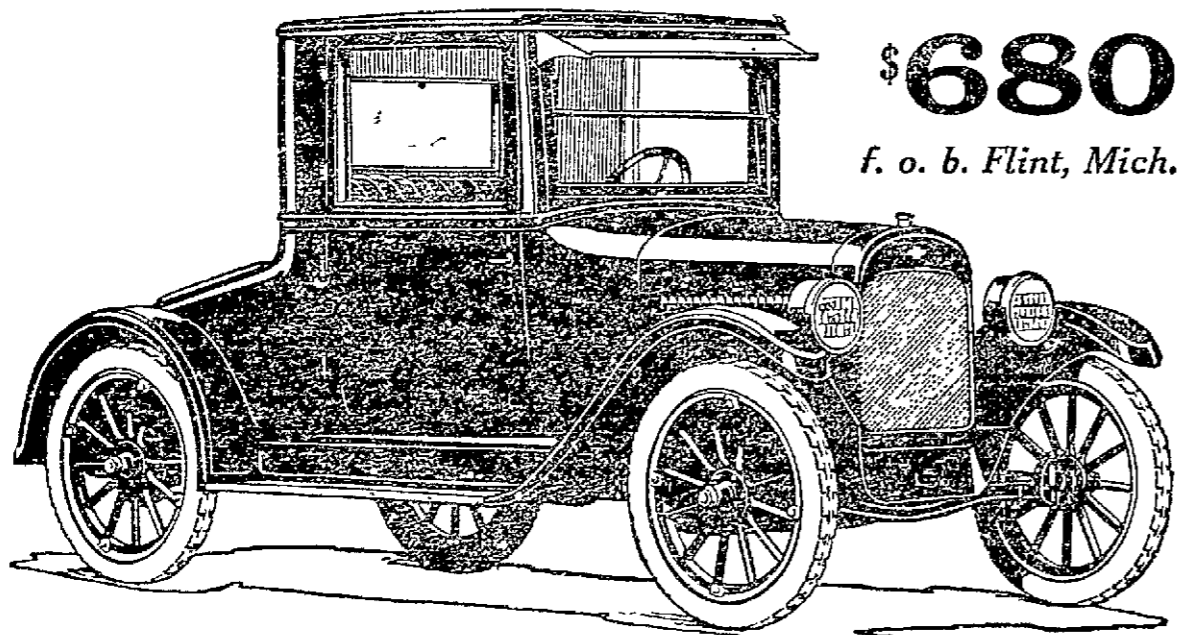


SUPERIOR CHEVROLET 5-PASS. TOURING

This is the fastest selling quality car made. It represents the utmost in motor car value per dollar of cost. Cars lacking Chevrolet quality and efficiency may sell for less, but cost much more considering upkeep and depreciation. Every Chevrolet is completely equipped.

\$680

f. o. b. Flint, Mich.

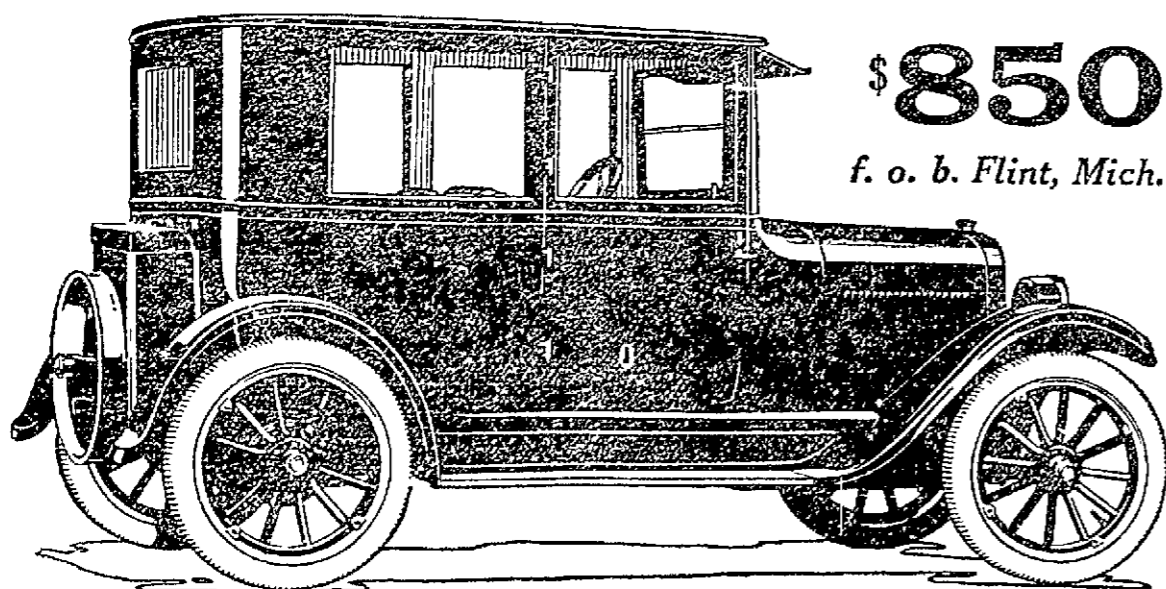


SUPERIOR CHEVROLET 2-PASS. UTILITY COUPE

This single seat coupe with high grade body has outdistanced all competition because of excellent appearance and low operating cost. Its distinguishing features are wide doors, wide windows, and mammoth rear compartment for carrying everything from tools and luggage to golf bags and camping outfits.

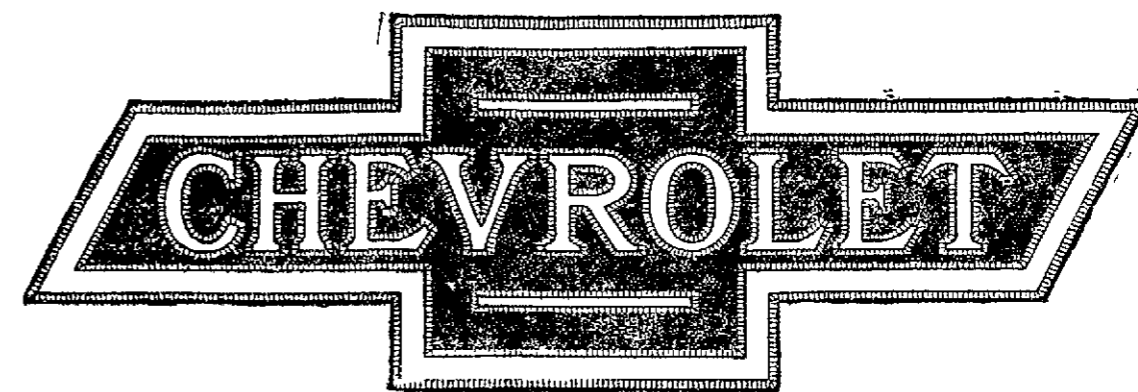
\$850

f. o. b. Flint, Mich.



SUPERIOR CHEVROLET 4-PASS. SEDANETTE

Women drivers especially favor this model because of its smart style and artistic lines. It harmonizes perfectly with the atmosphere of the country club, fortnight house parties, social functions and sport meets of all kinds. Trunk on rear deck affords room for parcels, sport equipment, picnic lunch, etc. It is just large enough for the small family with one or two children. It makes a fine extra car.



THE TIDE HAS TO CHE

Because the sentiment of the buyer transportation. Chevrolet Motor Co. preting this sentiment and in supply Witness then the sudden rise of Chevrolet sales. "For Economical Transportation Co. and it acts as their sole guide Chevrolet model.

Every Class Dr

Farmers, Working Men, Salesmen, the whole world is now recognizing increasing demand for Chevrolets from manufacturing and assembling plants sturdy, economical Chevrolets, to supply

Visit our showrooms and inspect the and let one of our representatives call Chevrolet can do.

The Fox River

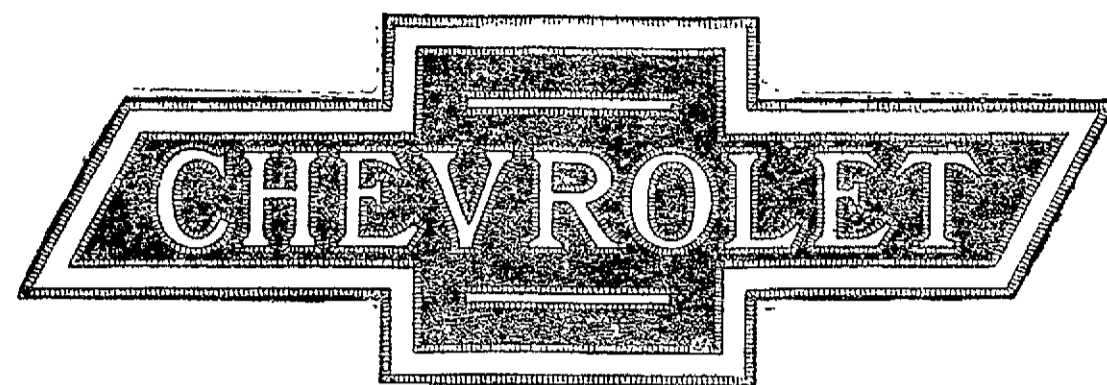
934-6 College Ave.

APPLETON

Adrians & Kobison Kaukauna
Elmer Schroeder Greenville

O. H. Fahrenkrug Nichols
Lenz Auto & Electric Shop Little Chute

TRANSPORTATION



AS TURNED VROLET

has been turning towards economical
has been fortunate in correctly inter-
ng a line of cars in harmony with it.
rolet from seventh to second place in
n" is the motto of the Chevrolet Motor
the design and construction of every

ives Chevrolet

Professional Men, Business Men in fact
Chevrolet as evidenced by the ever in-
every civilized part of the globe. Eight
are in full operation building these
y this enormous demand.

Chevrolet line, or better yet, phone us
for you and show you what the

Chevrolet Co.

N, WISCONSIN

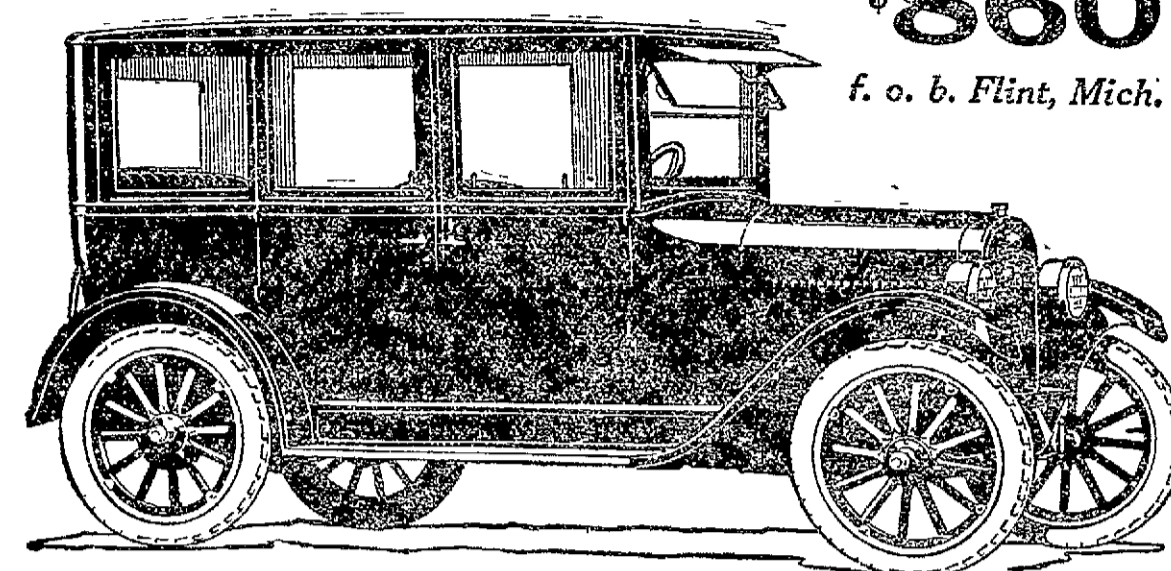
Phone 456

Hilligan & Kaphingst Black Creek
Sherwood Nash Co. Sherwood

Peacock Hdwe. Co. Shiocton
Seymour Motor Car Co. Seymour

\$860

f. o. b. Flint, Mich.

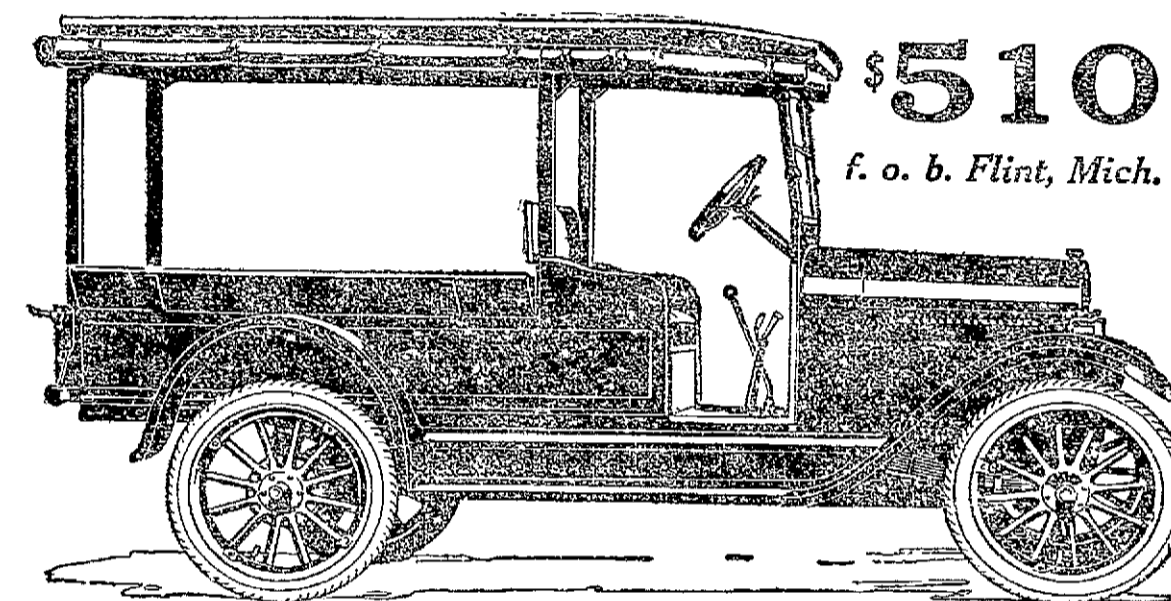


SUPERIOR CHEVROLET 5-PASS. SEDAN

The ideal all-year family car. It is comfortable, handsome, and economical to operate. Never before has a car of this quality been offered at so low a price. In design, workmanship, and appointments this high grade Sedan compares favorably with any enclosed car at any price. It is completely equipped.

\$510

f. o. b. Flint, Mich.

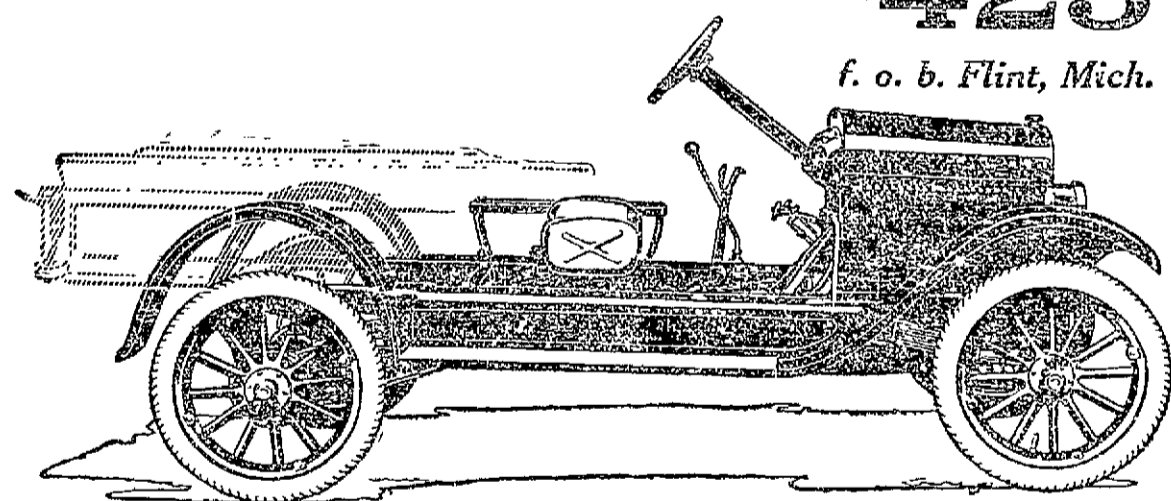


SUPERIOR CHEVROLET LIGHT DELIVERY

This model gives you dependable light delivery service at the lowest per-mile cost because of its low first cost and unequalled operating economy. Sturdy four-post body is satisfactory for all kinds of light haulage on the farm or in the city. Equipped with side curtains, sides and rear. Starter and demountable rims are standard equipment.

\$425

f. o. b. Flint, Mich.

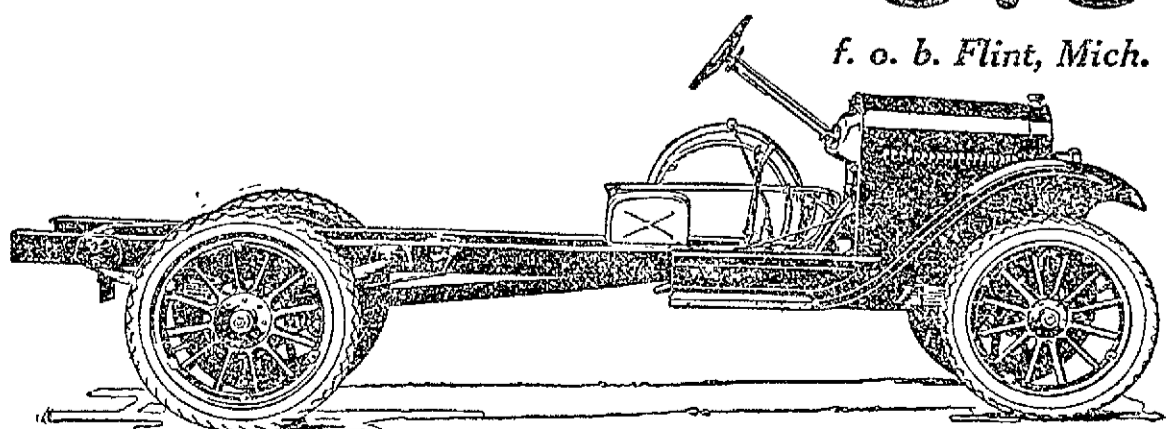


SUPERIOR CHEVROLET COMMERCIAL CHASSIS

Chassis designed to take all types of light delivery bodies. Supplies fast, economical service, and dependability under difficult street or road conditions. Mechanical features which assure satisfactory service are: economical valve-in-head motor, positive cone clutch, 3-speed transmission, and strong rear axle with spiral-bevel gears.

\$575

f. o. b. Flint, Mich.



UTILITY EXPRESS TRUCK CHASSIS

This is the lowest-priced quality truck in the world capable of fast, heavy duty service. It hauls your heavy loads quickly and economically. It is reliable. Long grades and deep mud are mastered by it without racing the motor or boiling the water because the 3-speed transmission provides correct gear ratios to meet any condition of load or road. Completely equipped with starter and demountable rims.

1922 WAS GREATEST MOTOR YEAR IN HISTORY OF U.S.

Every State In Union Showed Large Increase In Number Of Motorcars Over Previous Year

Statistics on motor vehicles give a total of 12,281,445 cars and trucks registered in this country in 1922. A gain of 1,757,050 or 16.7 per cent is registered over 1921 which gave a total of 10,524,395.

Nineteen twenty-two was the biggest year the automotive industry has known. Every state in the union shows an increase in cars operated. From the standpoint of production, manufacturers enjoyed the biggest year since the inception of the auto, with 2,576,219 cars and trucks produced. There can be no doubt that the motor vehicle is essential to the social and industrial welfare of the country. Today there is one car for every 8.5 people in the country. In the past two years more cars have been produced than were registered in 1916. This enormous growth is unparalleled in any industry.

NEW YORK IS LEADER

New York again leads with 1,002,293 cars and trucks. This is an increase of 186,253 over 1921, the largest numerical gain of any state. Ohio continues second with 558,000 or 132,800 more than in the preceding year. California advanced to third place with 542,663, passing Pennsylvania and Illinois, respectively. Nevada clings to the cellar position with 12,847. This, however, is a gain of 2,047 or 19 per cent over 1921. Nevada's registration is not so small as it might seem, since it is greater than the combined total of 27 foreign countries.

The District of Columbia registered the largest per centage gain with 37.6 per cent more vehicles than in 1921. California increased its number of cars by 28.1 per cent, a testimonial to its climate and progressiveness. The smallest gain recorded was in Maryland where there are only 2.1 per cent more cars than in 1921.

WISCONSIN GAINS 13.5%

In the agricultural section, such states as Wisconsin, Iowa, Kansas, Minnesota, Missouri, North Dakota, showed increases ranging from 7 to 15 per cent, any one of which is greater than the gain in Massachusetts, namely 6.4 per cent. The gain throughout the southern states is generally greater than in the middle west.

Six states have nearly 40 per cent of all motor vehicles in the country. New York, Ohio, California, Pennsylvania, Illinois and Michigan accomplish this with a combined total of 4,395,563.

The gain in these states in 1922, 889,326, is greater than the combined registrations of Great Britain and France. Any one of these states has more cars than the entire Dominion of Canada. Their aggregate total is nearly equal to the 1917 registration for the entire country.

ONE CAR FOR EVERY 8.6 PERSONS

Today there is one motor vehicle for every 8.6 people in the United States as opposed to one for every 10 in 1921. California has the greatest number of cars per capita with one for every 4.1 inhabitants, virtually one car per family. When this rate is attained throughout the country we will have over 25,000,000 motor vehicles. If the world could support such an average there would be over 400,000,000 cars in use or 26 times as many as all those produced in this country since the inception of the motor car. Alabama has the lowest showing, having only one car for every 26.1 persons. New York, the numerical leader, has one for every 10.3 people.

The 1922 car and truck production was 2,576,219. Deducting the increase in registrations of 1,757,050, the result, 819,169 vehicles, represents the number of cars discarded last year. Most of these were produced six or seven years ago and have outlived their usefulness. For 1923 manufacturers must build at least 1,000,000 cars for replacement alone.

INDUSTRY NOW RANKS FIRST

In the value of its finished products the automotive industry ranks first, exceeding even the steel and textile industries. A universal need for rapid transportation has played the leading part in this development. Today there are close to 40,000 miles of improved national and state highways in the country. Practically every section of the United States, no matter how isolated, is now opened to business. Farmers have found motor vehicles to be indispensable. One of the greatest adjuncts to rail way transportation is the motor truck. Transportation by motor vehicle has so simplified the delivery of farm and factory products to the railroads that the latter are continuing to choke up and the switch off units, carrying more and more freight. In 1922, despite equipment handicaps, the railroads broke all previous records in the transportation of many classes of commodities, grain being an outstanding example. Passenger cars freed individual transportation of many classes of commodities, grain being an outstanding example. Passenger cars have freed individual transportation of all laborious limitations uniting with the railroads in greatly increasing the tendency of the American public to travel. The recreational value of the motor car has long since diminished before its greater necessity as a utility.

1922 Facts on Auto Industry

1922 FACTS ON AUTO INDUSTRY FOLLOW EVERY STATE page 68

PRODUCTION	
Cars and trucks	2,572,000
Cars	2,287,000
Trucks	240,000
Previous record motor vehicle production (1920)	2,265,000
Number of new cars needed for replacement in 1923	1,800,000
Production of closed cars	3,500
Total wholesale value of cars and trucks	\$1,558,567,000
Total wholesale value of cars	\$1,374,487,000
Total wholesale value of trucks	\$184,080,000
Estimated average retail price of car, 1922	\$770
Reduction in average retail price of car, 1922	14%
Estimated average retail price of truck, 1922	\$1,050
Reduction in average retail price of truck, 1922	21%
Tire production	36,340,000
No. of persons employed in motor vehicles and allied lines	2,431,400
REGISTRATION	
Motor vehicles registered in U. S. (approx.)	11,500,000
Motor cars	10,250,000
Motor trucks	1,250,000
Increase in U. S. registration over last year	7%
World registration of motor vehicles	12,750,000
Per cent of world registration owned by U. S. A.	90%
Motor vehicle registration on farms	3,500,000
Motor cars	3,300,000
Motor trucks	200,000

AUTOMOBILE AND MOTOR TRUCK FACTS	
Number of carloads of automobile freight shipped by railroad	400,000
Motor cars serving suburban communities	750,000
Passengers carried annually by motor car	7,500,000,000
Number of doctors using motor cars	110,000
Number of motor cars owned by corporations	600,000
Gasoline consumption (U. S.) 1922 (gals.)	3,300,000,000
Average monthly surplus of gasoline (gals.)	784,261,000
Gasoline consumption (U. S.) 1921 (gals.)	4,506,706,000
Per cent of cars used more or less for business	90%
Number of cities using bus lines	108
Number of motor busses in use	40,000
Number of schools using motor busses	12,000
Number of street railways using motor busses	56
Number of railroads using motor vehicles on short lines	40
Number of motor express lines in U. S.	1,500
Farm products hauled by motor transport annually (tons)	134,400,000
Freight hauled annually by motor trucks—tons	1,430,000,000

URGENT MENTAL TEST FOR AUTO DRIVERS

Baltimore Doctor Insists On Investigation Into Drivers' Abilities

Baltimore is the scene of a friendly battle between Dr. Adolph Meyers, director of the Phillip Clinic of that city, and A. S. Goldsborough, secretary of the Baltimore safety council, over the subject of whether automobile drivers should be required to stand a mental test before being given licenses to drive. The physician favors a brain test for each and every driver. The safety council secretary insists that such an examination is entirely unnecessary.

"All persons are not equally fitted to drive a car," says Dr. Meyers. "In an emergency one person may get an idea quickly, another slowly. A person may not be of sufficient mental alertness to do the right thing at the right time in an emergency while another may be able to solve the most difficult mental calculation quickly and thereby avoid a disaster. These factors should be made a matter of tests. The tests should vary according to the sort of work the driver is called upon to do."

"Some of the most reckless driving and many of the most serious accidents are caused by persons of the highest type of mind," says Dr. Goldsborough. "I believe that the use of more commonsense, thoughtfulness and decent care on the part of all drivers are more needed than brain tests."

Recently, Judge Charles Barrett, the celebrated traffic judge of Detroit, has joined in the discussion with the statement that "I am strong for sanity tests for proven reckless drivers but not for all drivers."

2,500,000 CARS NEEDED TO MEET DEMAND IN 1923

Advertising Men Of Automobile Industry Prepare For Big Sales

America wants more cars. America needs more cars. America is going to get them—more completely equipped, more highly specialized, and in every respect better and more economical.

This line of thought dominated the conference of the advertising managers' council held at the Congress hotel, Chicago, under the auspices of the Motor and Accessory Manufacturers' association.

More than 100 of the leading sales and advertising executives of the automotive industry attended the meeting, which took as its major theme: "How can the parts and accessory manufacturers aid in developing the market for specialized and fully equipped cars and trucks?"

It was announced that the volume of parts, units and accessories sold to car and truck manufacturers for original equipment of vehicles during 1922 aggregated close to one billion dollars—the estimate of the Motor and Accessory Manufacturers' association being \$922,952,384.

Sixty-nine per cent of the average car and truck consists of specialized parts or equipment furnished by unit and accessory manufacturers. Replacement business in parts and accessories in 1922 amounted to \$768,560,024, bringing the grand total value of parts, unit and accessory production to \$1,751,521,409.

IF IN ACCIDENT DO THESE THINGS

When you get wound up in an auto accident, what are you going to do? Here are some pointers:

Be calm and courteous. Do not lose your head or temper. Do not admit you are in the wrong or accuse the other party.

Do not drive away without reporting the accident to the police officer or to the nearest police station, or without giving your name and address to the other party involved. Failure to do this comprises a felony punishable by imprisonment or fine.

If the other vehicle drives on be sure to get its license number.

Get out on the ground immediately. Visualize just how it happened. Where was your car when you first saw the

other vehicle or person, and where was the other vehicle or person when you first saw it or him. Note carefully the relative position of your own auto and vehicle or person struck as soon as the accident is over. Note carefully the wheel marks on road or pavement.

Get the names and addresses of all persons who saw the accident, or saw the immediate results, including all injured persons. These are your witnesses. This is important.

Do not make any settlement of claim or offer any settlement, nor incur any expense except for immediate surgical relief. Of course, if there have been personal injuries, call a doctor or ambulance.

While French exporters to Finland pay a duty of 10 per cent Americans have to pay 40 per cent on automobiles.

Release the clutch when rounding a corner.

ALWAYS WASH OFF MUD BEFORE IT DRIES ON CAR

There is a proper time to wash an automobile and the work should be thoroughly done, according to managers of the service buyers of new cars on this subject. If mud is allowed to dry on the car it is harder to get off and stains the varnish. Mud should never be permitted to remain on any car any longer than absolutely necessary, not overnight by any means. All mud contains alkali, and in some parts of the country is almost clear alkali. Alkali has the same relation to varnish as muriatic or nitric acid has to steel. The antidote is water, plain everyday water right out the tap.

Wipe off and oil the brake mechanism every 500 miles, or at least once a month.

HANDY HAIRPIN

An emergency cotter pin can be made from a common hairpin by a few twists of the pliers.

If the ignition timing nut pin breaks when fifty miles from home a hairpin can be cut and driven into its place and the journey finished safely.

When the ignition breaks, a hairpin will serve you there.

When you have no fuse for the lighting system a hairpin will give you a light by pressing the hairpin into the fuse holder. If several sheets of tinfoil are rolled up this will make an excellent fuse.

When starting on your next trip, be sure to take some hairpins with you.

KEEP FAN BELT TIGHT TO KEEP OUT OF TROUBLE

A fan belt, to properly function, must above all things, grip the pulleys in such a manner that there is no slippage, and, at the same time, should always be applied loosely, thereby saving the wear on the belt as well as the wear on bearings. Worn bearings result in pulleys being out of alignment which quickly destroys belts. Fan belts never wear out, but deteriorate from the gas, oil, heat and other destructive elements under the hood. Most belts are applied tightly to enable them to grip the pulleys. This, together with the construction of ordinary types of belts, causes them to stretch, permitting slippage from internal friction.



Are You Buying
"Merely Gasoline?"
Or Straight Run Gasoline?
DeBaufer's Is Straight Run and Gives
Your Motor POWER, Plus Long Life

Obtainable at the Curb from the Following Appleton Dealers

APPLETON MOTOR CO. Reo Trucks and Passenger Cars
AUTO MAINTENANCE CO. Sterns-Knight Dealers
J. F. BARTMANN First Ward Grocer
AUG. BRANDT CO. Ford and Lincoln Cars
CENTRAL MOTOR CAR CO. ... Buicks Exclusively
MARKS AUTO CO. Hupmobile
C. GRIESHABER Fancy Groceries
F. J. HEINZEN Battery & Ignition Service
HERMANN MOTOR CAR CO. ... Paige and Jewett Cars
J. T. McCANN CO. Cadillac, Hudson and Essex
H. RADEMACHER, JR. Staple and Fancy Groceries
SCHEIL BROS. Quality Grocers
STANTON TIRE SERVICE General Tires
WOLTER IMP. & AUTO CO. Dodge Cars
VALLEY AUTOMOBILE CO. ... Studebaker
JOHN EICHORST Garage

Also Obtainable at A. Galpin's Sons, Schlafer Hdw. Co., Fox River Hdw. Co., Edw. C. Wolf Co. Garage, Wolf Bros. Auto Co.

"YOUR MOTOR DESERVES DEBAUFER'S GASOLINE"

Used Ford Bargains

- 1—1922 Sedan, new tires. Refinished in A-1 shape.
- 1—1921 Sedan, good tires. Overhauled, in A-1 shape.
- 1—1921 Coupe, good tires. Overhauled, in A-1 shape.
- 2—1921 Touring, good tires. Overhauled, A-1 shape.
- 1—1920 Touring. Refinished, in A-1 shape.
- 1—1919 Touring. Overhauled and in good A-1 shape.
- 1—1921 BABY OVERLAND. Overhauled, in A-1 condition.
- 1—1918 Chevrolet Touring. Make offer.

CALL AND SEE THESE CARS BEFORE YOU BUY. WE ALSO HAVE MANY OTHER BARGAINS

Hemenway Used Car Sales Co.

2nd Floor — Aug. Brandt Bldg.
PHONE 3000

LEARN TO USE CLUTCH

IGNORANCE OF CLUTCH USES IS DANGEROUS

Keeping Engine Pulling Has Proved Costly To Many Motorists

"Keep your engine pulling," is an instruction that has proved fatal to many an autoist.

Many are now of the opinion that it is far safer to let the engine run idle when braking than to try to "keep it pulling."

New drivers have been taught to keep the engine pulling when rounding a corner or desiring to change to a slower speed, by shutting down the gas and applying the foot brake. Thus the car is slowed to the same speed as the engine.

Frequently, one reads of auto accidents: "It is thought the driver attempted to apply the brake and struck the accelerator instead. Then the crash came."

This recalls a striking case. A man, considered a good driver, was attempting to turn his large touring car into a garage. Another car was coming behind him. He looked around as he put his foot out for the accelerator and his car leaped through the garage doors.

The auto struck a supporting post, knocking it out. The second floor was let down on him with many autos. He was caught in the debris and, in the ensuing fire, was burned to a crisp, while thousands of dollars in damage resulted.

This man was a believer in the theory of keeping the engine pulling. But it has been found that it is just as easy to drive a car with the accelerator as with the hand throttle. Then if a driver schools himself into the use of the clutch, such an accident as the above is not apt to follow.

When an autoist drives with the accelerator, he must release it as soon as he removes the clutch. Thus the engine is permitted to run idle at a slow speed, while the car is free from the engine. When the autoist reaches for the foot brake, should he miss it and strike the accelerator, he has done no damage.

Farmers Own High Grade Motor Cars

The Wisconsin Agriculturist has just gathered some interesting facts about the makes of automobiles most used by its subscribers.

An important revelation is that the average price paid for his automobile by the farmer is higher than by the average automobile owner of the state. That is, while 47 per cent of all cars registered in Wisconsin are other than Fords, 52 per cent of the car owners who subscribe to the Wisconsin Agriculturist have automobiles of higher price than Fords.

One thousand letters were sent on Nov. 15th to subscribers asking, "What make of automobile is owned on your farm?" The names were taken at random, some from each county, to give a reflection of the entire state.

Of the 1,000 letters, there were 557 answers received, giving a total of 572 cars owned. Forty-eight subscribers answered that they had no car, but 64 reported owning more than one. Herewith is the percentage of cars reported in the order of ownership:

Ford, 283; Buick, 57; Overland, 32; Dodge, 29; Chevrolet, 28; Studebaker, 21; Maxwell, 18; Oakland, 18; Reo, 11; Nash, 10; Case, 7; Oldsmobile, 7; Willys-Knight, 6; Essex, 6; Hudson, 5; Paige, 5; Mitchell, 4; Chalmers, 4; Dort, 4; Crow Elicourt, 4; Velie, 3; Hupmobile, 3. The following cars had one each: Cadillac, Moon, Liberty, Elgin, Brisco, Grant, Stearns, Auburn, Metz, Jeffery, Jewett, Jackson, Interstate, Pater-son.

MORE AND MORE WOMEN ARE BUYING MOTOR CARS

Women are influential in many lines of business these days, but there is probably no other place where their influence is felt as keenly as in the selling or purchasing of automobiles.

A recent survey of the New York district showed that in 75 per cent of the cars sold, the final choice was made by a woman. A tabulation of the registration of 100,000 cars in various sections of the country showed that 6 per cent of these were owned by women, or 6,000 cars.

The woman not only has a voice in the selection of the car for the family, but she is purchasing her own car in increasing numbers. The woman's tastes and ideas are therefore well worth recognition, and her interest in motor cars may be developed with profit.

73,000 PERSONS WORK FOR GENERAL MOTORS COMPANY

Company Operates Sixty-seven Units In Thirty-three Cities

General Motors corporation was incorporated Oct. 13, 1916, in the state of Delaware, and is an operating concern owning the plants, property and other physical assets of nearly all its manufacturing divisions. There are 33 of these, located in 33 different cities—many of them having several plants in the same city—26 sales concerns and eight miscellaneous companies, a total of 67 units.

Besides these enumerated, the manufacturing divisions have large investments in factory branches, service stations and retail stores, located in the principal cities. At present there are approximately 70,000 General Motors employees, 12,000 dealers and distributors, a large number of employees in the employ of the latter, and an even larger number of men working in garages and repair stations authorized to give service on General Motors cars and trucks.

ON CANADIAN SIDE

In Canada are located the plants of General Motors of Canada, Ltd., at Oshawa and at Walkerville, Ont. Here are manufactured certain of the General Motors line of automobiles for sale in the Dominion. In Great Britain are the General Motors Export Co., and the General Motors Ltd. These two companies cover the world with their selling organizations and under their supervision the work of developing the motor car markets overseas is going forward.

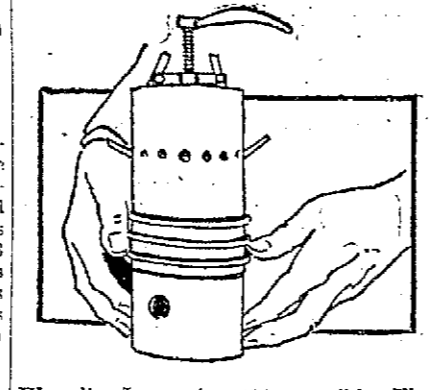
Besides the Buick, Cadillac, Chevrolet, Oakland, Oldsmobile and GMC truck, the manufacturing divisions of General Motors make the following nationally advertised, trade-marked products:

Fisher bodies, Delco light and power plants, Frigidaire refrigerating systems, Hyatt roller bearings, New Departure ball bearings, Harrison radiators, Delco starting systems, Remy starting systems, Jaxson rims, Dayton-Wright airplanes and AC spark plugs. The corporation also produces large quantities of parts for typewriters, die castings in a wide variety, upholstery leather for passenger cars, small parts for ordnance and many other parts for ordnance and many other articles essential to the convenience and the efficiency of daily life.

FROM ALL SECTIONS Materials for these products come

EASY WAY TO PUT ON PISTON RINGS

Any motorist hereafter will be able to put new rings on the pistons of his engine without trouble. A device shown above, invented by Albert F. Reed of



Wapello, Ia., makes this possible. The rings are placed on the device, which then is set over the piston. It is spread out over the piston and the rings are slipped down into place.

LEAKING GAS

A leaky gasoline joint can frequently be made tight by rubbing some soap into the threads before assembling. Soak a piece of soap in water for a few minutes before using. The gasoline does not dissolve the soap and so the leak is plugged.

MOTORCYCLE DEMAND

There is a greater demand for the motorcycle in Great Britain than for any other type of motor vehicle.

from every section of the United States and Canada. More than 3,000 business firms supply the needs of General Motors, with its manufacturing plants in 12 states and 31 cities in the United States and in two cities in Ontario.

Combined sales of the car and truck divisions of the corporation in the first quarter of 1922 totaled 71,039; second quarter, 139,751; third quarter, 109,346; complete figures for the fourth quarter's total are not yet available, but a careful estimate places the sales at 316,132, making a grand total of 466,355. This is more than double the 1921 sales, and well above the years of 1920 and 1919. The detail follows:

Passenger cars—Buick, 134,000; Cadillac, 22,000; Chevrolet, 249,000; Oakland, 26,000; Oldsmobile, 23,000; Commercial cars—Chevrolet, 2,900; GMC trucks, 5,600; Oldsmobile, 1,500; Miscellaneous, 4,355; Grand total, 466,355.

WILLARD BATTERIES

and Willard Service Stations

Ask about Willard "A" and "B" Radio Batteries. They reduce noise and increase efficiency.

Have Kept Pace With the Growth of the Automobile Industry

SEVEN years ago WILLARD patented Thread Rubber Insulation to replace wood that had formerly been used between battery plates.

TODAY WILLARD Thread Rubber Batteries have been adopted as Standard Equipment on over three-fourths of the automobiles and trucks manufactured in the United States.

Higher Voltage, Better Performance, Longer Life are the only possible reasons.

4,400 WILLARD SERVICE STATIONS all over the country give reliable and efficient battery service to hundreds of thousands of car owners and dealers.

A List of Cars and Trucks Sold in Appleton and Vicinity That Are WILLARD Equipped

Studebaker	Nash Four	Jordan	These Car Owners Should Insist on Willard Service for Longer Battery Life
Dodge	Nash Six	Jewett	
Chevrolet	Reo	Paige	
Hupmobile	Reo Speed Wagon	G. M. C. Trucks	
Velie	Haynes	Reliance Trucks	
Oldsmobile	Mitchell	Garford Trucks	

Appleton Battery & Ignition Service

Authorized Willard Service Station

580 Superior Street South of College Avenue Phone 104

When You Buy A Cadillac, Hudson or Essex

You Get a Proven Value and Years of Satisfaction.

HUDSON

The Coach

Closed Car Utility---Open Car Cost

Most motorists find the Hudson Coach fully meets their requirements of comfort, utility and fine, closed car distinction. Yet it costs but 6 per cent above open models—an unequalled achievement in automobile manufacture.

It has the new Hudson motor, which has created such enthusiastic comment everywhere. Just a ride will win your praise, too.

PRICES:

Phaeton	\$1475	Coach	1525
Speedster	1425	Coupe	2570
Sedan			2095

F. O. B. Factory

CADILLAC

In Every Man's Mind

there is the hope that at some stage of his career he will own a Cadillac. He ardently desires this one car because he knows it is conceded the world over to be the acme of automotive perfection and enjoyment.

PRICES:

Four, Seven and Roadster	\$2885	Suburban	3990
Victoria	3675	Limousine	4300
Five Passenger Coupe	3750	Imperial	4400
Sedan	3950	Two Passenger Coupe	3875

F. O. B. Factory

ESSEX

Cabriolet

For Economy And All Year Utility

Business and professional men choose it for all-weather service because it is economical to buy and operate; and because it affords fast, dependable transportation they can rely on at all times. These qualities, with unusual driving ease make it a favorite individual car with women, too.

PRICES:

Phaeton	\$1045	Cabriolet	1145	Coach	1145
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F. O. B. Factory

J. T. McCann Co.

APPLETON

— Distributors —

WHITE TRUCKS

J. T. McCann Co.

APPLETON

SELL 28 MAKES OF CARS

CARS ARE SOLD BY 17 DEALERS IN THIS CITY

More Than Million Gallons Of Gas Sold By 57 Gasoline Pumps

It is not surprising that Appleton is becoming a city of automobiles when it is considered there are 17 hustling progressive dealers here working at least 24 hours of each day to place their cars in the hands of drivers. Appleton has nearly half of the 14 automobile dealers in this county. These 17 merchants are selling 28 different kinds of cars.

Automobiles sold here are as follows: Buick, Studebaker, Hupmobile, Dodge, Cadillac, Hudson, Essex, Lincoln, Ford, Chandler, Cleveland, Chevrolet, Mitchell, Maxwell, Chalmers, Franklin, Haynes, Moon, Ren, Dorr, Jewett, Paige, Nash, Jordan, Oakland, Star, Durant, Stearns-Knight.

The territory of some of these dealers includes all of Outagamie and parts of adjacent counties while others are restricted to Appleton and immediate community. More than half of all the cars sold in the county are handled by dealers here, however.

At least 1,000,000 gallons of gas is burned every year by automobiles in Appleton and the amount is nearly 2,500,000 gallons in the county at large. Most of the gasoline sold here is dispensed by six filling stations and 41 other gasoline pumps scattered all over the city.

There is a service station here for practically every make of car sold in Appleton and in addition there are quite a number of garages and repair shops at which no cars are sold. Several hundred persons are given employment in selling and repairing automobiles in Appleton.

TO START EASY
Do you start the motor of your car the easiest way? Retard the spark, push the clutch pedal to the floor, then step on the starter button. This saves the battery eliminating the useless turning over of the transmission gears. If the motor is exceptionally stubborn, give it a few turns with the

WHEN TIRE FAILS
It is better to ride on the rim when a tire goes bad, than on the fellow band, if you have no tire to replace it. Felice hands are thin and expensive to repair.

GOOD TIPS FOR MOTORISTS

- (1) Slush plus a surfaced road form a super-slipshod combination. Keep your car well under control so that you will not have to depend on your brakes to bring you to a stop on a wet road.
- (2) It is almost impossible to "listen" at a grade crossing when riding in a closed car with the windows shut. Therefore your eyes must do double duty. See that the tracks are clear in both directions before you attempt to cross.
- (3) Trains and trolleys, cars are just as deadly in winter as in summer. Failure to take every precaution at the grade crossing may be punishable by death.
- (4) The trading is with us twelve months of the year. If he tries to take more than his share of the highway, don't stand too firmly on your rights. There's a lot of boot-les hush around and he may be carrying some inside him.
- (5) Winter nights fall early and necessitate more driving after dark.

LOW PRICED CARS ARE BOOSTING THEIR SALES

As in the case of the railroads, automobile transportation is crippled. Widespread replacement is necessary. Many have driven their cars beyond reasonable or expected mileage.

The low prices for good cars now prevailing is hastening many a purchase. Buyers know that raw materials are constantly going up, and figure that this must eventually cause an upward revision of prices for finished products. They are convinced that now is the time to buy.

Reports show the agricultural situation is brightening in all sections and will continue to brighten. Fair prices for crops will greatly assist the long ailing backbone of the nation—the farmer.

WHO IS AUTO OWNER?

- The Cosmopolitan quotes figures based upon many thousands of transactions which show that the typical purchaser of a motor car may be described as follows:
- He is a married man 34 years old.
 - He has a bank account and carries life insurance.
 - He buys a \$1,400 car and pays \$700 down.
 - He pays the balance at the rate of \$160 monthly.
 - His monthly income is \$350.
 - He owns real estate in which his equity is \$5,000.
 - He has personal property worth about \$2,000.
 - This is not his first car.

229 CAR MODELS ARE MADE IN U. S.

Two hundred and twenty-nine models of motor cars are illustrated in the 1923 Hand Book of Automobiles which has just been issued by the National Automobile Chamber of Commerce. The total number of car models and truck chassis listed is 331.

The book is a ready guide to the general appearance, price group and specifications of the principal models of automobiles and motor trucks being produced this year by the leading manufacturers in the United States who are members of the N. A. C. C. The gasoline passenger car section illustrates 134 models with nine in the gasoline commercial division and six in the electric vehicle division. The total passenger car models listed is 572. In the commercial division 251 chassis types are tested with various body equipment, while the electric include eight passenger models and three trucks.

This handbook of the automobile industry in America has become a standard of reference among domestic and foreign dealers, expert houses, American consuls, state secretaries, dealer associations and clubs.

BETTER STEERING GRIP

The proper way to grip the steering wheel is to straddle a spoke with the fingers of at least one hand, as



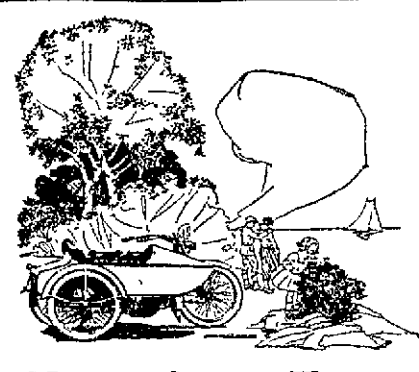
shown. This is a safe method, especially when driving fast or on a slippery road.

IS HORSE GOING?

Statistics compiled by the bureau of the census on the manufacture of carriages and wagons and materials for 1921 show a decrease of 64.1 per cent in the value of products from 1919 to 1921. They also show a slump of 67.8 per cent for the seven year period 1914 to 1921. The total value of these products in 1921 was \$42,415,000, as compared with \$118,228,000 in 1919, and \$171,547,000 in 1914. In addition, establishments engaged primarily in other lines of manufacture reported the production of carriages and wagons and material valued at \$2,741,000 in 1921; \$13,921,000 in 1919 and \$4,493,000 in 1914.

Announcing the 1923 World's Champion Motorcycle

Ten Big Improvements



- 1 Single Unit Electric System is Simple and Reliable.
- 2 Riding Comfort is Built-in the Harley-Davidson Motorcycle.
- 3 Harley-Davidson Life-time Roller Bearing Driving Hub.
- 4 Harley-Davidson New and Improved Double-Plunger Oilier.
- 5 Harley-Davidson Manual Ignition Switch with Warning Alarm.

- 6 Harley-Davidson New Double-Acting Contracting Brake
- 7 Improved Silchrome Exhaust Valves and New Valve Springs.
- 8 Harley-Davidson "Staylit" Shock-Absorbing Tail Lamp.
- 9 Improved Sidecar Wheel Design and Larger Mudguard Braces.
- 10 Harley-Davidson Sturdy Hinged Rear Mudguard.

Have those Tours, Picnics and Camping Trips this Summer—

Begin to know the full enjoyment of the great outdoors this year. Have those evening rides, week-end tours, Sunday picnics and camping trips that you have long planned to have. Enjoy them to the fullest, at the lowest transportation cost—

The Harley-Davidson Way

The world's champion Harley-Davidson Motorcycle, with or without sidecar, will take you everywhere on land, very comfortably, economically and dependably. Come in and see all the new models during

SPRING OPENING WEEK

Learn more about this wonderful motorcycle and the most enjoyable sport. The big motorcycle week is on! Come now!

Answer the Call of Spring—
"Do it with a Motorcycle"

AS YOU RIDE INTEREST YOU

Harley-Davidson Service Insures Your Investment

COME IN FOR DEMONSTRATION

Harley-Davidson Motor Shop

A. WAGNER

Phone 1309 Appleton, Wisconsin 577 State St.

\$1335

The International Truck

Announcement

We gladly announce that we now handle both Sales and Service on International Motor Trucks.

This line is complete and consists of 14 sizes from 2000 pound speed to 10000 pound heavy duty truck, and we can furnish any type of equipment.

In selling the International Truck we can give every purchaser Life Insurance for his transportation. The Built-in Quality is assured by the ninety (90) years of successful manufacture and the continuous operation of the truck by Free Inspection Service at Regular Intervals by a trained Road Engineer.

COME IN AND LOOK OVER OUR SAMPLES AND CONSULT US BEFORE BUYING.

Chalmers Six

Power and Speed

Greatly increased power and speed are immediately apparent in the improved Chalmers Six. It has a get-away and an ease of motion that delights the experienced motorist.

Ease of control and extreme flexibility also stamp it as a most unusual car. Its low cost of operation and maintenance further emphasize its value.

Chalmers Six Prices
5-Passenger Touring, \$1185 - - Roadster, \$1185
7-Passenger Touring, \$1345 Sport Touring, \$1445
Sedan-Coach, \$1585 7-Passenger Sedan, \$2095
Prices f. o. b. Detroit. Revenue tax to be added

ST. JOHN MOTOR CAR CO.
1094 College Ave. Phone 467
CLARENCE ST. JOHN, Mgr.
Partial Payments if Desired — Open Evenings and Sundays

The Good MAXWELL

ST. JOHN MOTOR CAR CO.
CLARENCE ST. JOHN, Mgr.
1094 College Ave. Phone 467
Partial Payments if Desired — Open Evenings and Sundays

The CHALMERS SIX

TRUCKS AID RAILROADS

MANY FREIGHT CARS RELEASED BY GAS VEHICLES

Average Freight Movement Is Advanced By New Transportation Method

Last year was epochal for truck transportation, states a review issued by Windsor T. White, chairman of the truck committee of the National Automobile Chamber of Commerce. "Over 1,400,000 tons of freight, including 134,000,000 tons of farm products, were hauled over the highways by over 1 1/2 million trucks."

The significance of that, Mr. White points out, can be understood better when one realizes that it means assistance to rail, as well as motor truck shipments.

Forty railroads are using motor trucks for short line hauls. Fifty-six street railway companies are operating motor buses.

Seventy-five per cent of the mines are using motor trucks. Ninety per cent of Atlanta's milk supply is shipped by truck.

In Cincinnati motor trucks released in one year sixty-six thousand freight cars for main line haulage.

In Cincinnati trucks made possible in a year the release for the main line movement of the railroads of sixty-six thousand cars, the elimination of three hundred thousand switching cuts and advanced the average freight movement fifty-two hours.

The reason for this widespread success in the development of supplemental facilities to the railroads by the trucks, Mr. White believes, is that shippers are beginning to appreciate generally the fact that in proportion as they relieve the railroads of less than carload shipments will the railroads be able to render them more efficient service on their long haul consignments.

There has come about pretty general agreement among railroad officials that motor truck operation can be substituted for railroad operation in short branch line service, in transfer work, and in terminal and suburban distribution. In fact, over 40 railroads today, including the Cleveland, Cincinnati, Chicago & St. Louis, the New York, New Haven & Hartford, Great Northern, Baltimore & Ohio, Chesapeake & Western, Canadian National railways and the Philadelphia & Reading, are using motor equipment

OF INTEREST TO MOTORISTS

Brush with stiff bristles will clean the car's upholstery effectively. Dry batteries should be protected from moisture, dirt and vibration. Protests are being made against highway billboards.

Production of 1922 is 10 per cent higher than that of 1920. Seventy per cent of the automobiles built since 1912 have been sold for less than \$1,000.

Most popular low-priced car averages about 43 per cent of the total number produced.

Large Michigan motor plant produces 250 tractors a day. Motor vehicles in the United States have a combined power equal to that of 300,000,000 horses.

Kentucky, in 1921, had the first road-building policy.

More than 85 per cent of all automobiles in this country are in towns of less than 5,000 inhabitants.

Domestic consumption of gasoline in six month last summer was nearly 600,000,000 gallons.

Non-said roads are sought by the National Motorists Association.

Minnesota has started to line its highways with trees.

More than 300,000,000 board feet of lumber were used in auto manufacture last year.

Federal aid road building program will cost about \$2,000,000,000.

Cost of building a mile of highway is about \$17,000.

For identification purposes keep an accurate record of the car and numbers of all parts and accessories.

with flanged wheels in branch line service.

The tonnage involved in this interchange movement between railroad and trucks originates in widely scattered sections. A greater portion is now being moved in trucks than ever before.

LARGE MARKET IN OIL FIELDS

Today approximately 75 per cent of the work in the Texas and Oklahoma oil fields is carried on by means of specially designed truck and trailer combinations. It is estimated that 948 million dollars will have to be spent on new productive oil acreage and new well operations, which will obviously entail large scale motor truck operations within the current year.

Fully 10,000 trucks are expected to be involved in milk shipments when the movement becomes full fledged.

"Already trucks are bringing Kansas City 40 per cent of its milk supply," Mr. White says. "Cincinnati gets 97 per cent of its milk by truck; Atlanta 90 per cent and Indianapolis 80 per cent."

USE OF RUBBER DATES BACK TO COLONIAL DAYS

First Use Of Rubber Was For Erasers Just Before Colonies United

The first use of rubber in any civilized country was in 1770 in the form of erasers.

The first imported into the United States was in 1800 and was received in the form of bottles and was looked on simply as a curiosity.

In 1823 a Boston sea captain brought from a South American port a pair of rubber shoes made by the natives in the following manner. A native would cover his foot with latex, the sap of a rubber tree, then hold his foot in a warm smoke until dry and repeat the process until the rubber was of a sufficient thickness to give service.

In 1825 500 pairs of shoes were sold by the natives and resold for about \$5 per pair. During the next 15 years probably one million pair of these shoes were sold and made in the manner above mentioned.

VULCANIZING DISCOVERED

In 1838 Charles Goodyear discovered the possibilities of rubber by accidentally heating crude rubber and sulphur, thereby accidentally discovering vulcanization.

In 1840 Goodyear secured the assistance of two New York capitalists and built a factory in Springfield, Mass. Here four years later he took out patents for preparing rubber by the process of vulcanizing and placed the same on the market.

TIRE MAKING BEGINS

The making of rubber tires began in 1877 with the solid tire which later gave way to the cushion tire. In a short time there were displaced with the pneumatic tire.

All branches of the rubber business as we find it in this country today took their permanent rise from the date of Goodyear's patent. The first large shipments of importance were received in 1851 three hundred and thirty-four pounds, in 1852, one million nine hundred fifty pounds and in 1854 two million and fifty five thousand pounds. The Civil war greatly increased the output of rubber goods.

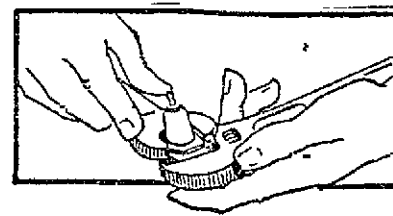
The consumption of rubber in 1880 was seventeen million; eighteen hundred thirty-five pounds, in 1890, thirty-one million nine hundred forty-nine thousand pounds and in 1900 fifty million pounds.

WIDESPREAD USE

Rubber in its different manufactured forms enters into the daily

HOW TO CLEAN SPARK PLUG

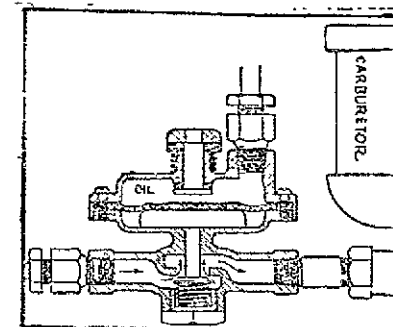
Trouble is sometimes met in trying to take apart a spark plug for cleaning. To overcome this, an easy way is



to hold the plug firmly with one wrench and unscrew the hexagonal thimble with another, as shown.

AUTOMATIC STOP

When the oiling system fails, the engine is stopped automatically by this protective device. It is attached between the carburetor and the oil pressure line. A diaphragm in the de-



vice controls the valve in the gasoline line to the carburetor. The oil presses against the diaphragm. Keeping the valve open. But when oil fails, this pressure is released and the gasoline valve closes.

Squealing of brakes can be stopped by removing the wheels and roughening the lining with a file.

needs of man in every form imaginable. In ancient times the old alchemists dreamed of discovering a process of converting baser metals to gold. Today the scientific chemists who occupy prominent places in the rubber institution also have aspirations of improving the durability of rubber by the addition of the necessary ingredients to produce results.

Additional automobile advertising will be found beginning with page 90.

You Can RENT A FORD and Drive It Yourself

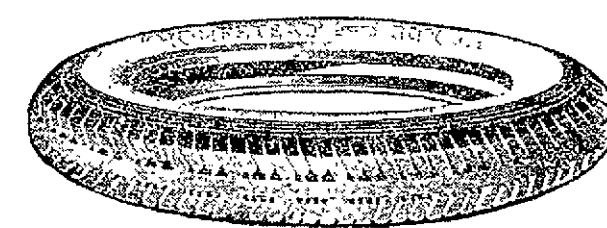
TOURINGS and COUPES

12 hour service and 35 miles for \$3.50 or 10c per mile

SEDANS

12 hour service and 30 miles for \$3.50 or 12c per mile

Look At These Tire Prices



FABRIC

Gaur. 6,000 Miles

30x3 \$ 7.50

30x3 1/2 8.50

31x4 10.00

32x3 1/2 10.50

32x4 14.00

33x4 15.00

34x4 15.00

32x4 1/2

33x4 1/2

34x4 1/2

CORDS

Gaur. 10,000 Miles

30x3 1/2 \$10.50

31x4 12.50

32x3 1/2 16.50

32x4 22.00

33x4 23.00

34x4 24.00

32x4 1/2 28.00

33x4 1/2 30.00

34x4 1/2 30.00

INNER TUBES

30x3 \$1.35

30x3 1/2 1.50

31x4 2.00

32x3 1/2 1.75

32x4 2.25

33x4 2.25

34x4 2.25

32x4 1/2 2.75

33x4 1/2 3.00

34x4 1/2 3.00

You can make your business calls faster — you can find more pleasure during your leisure hours, if you are driving a car.

All brand new cars. Every car is inspected by a mechanic before it leaves the garage to make sure that it will cause you no trouble when you are on the road.

In this lot you'll find some of the best Automobile Tires made. Diamonds, Hartfords (made by the U. S. Rubber Co.), and Sterling Tires. Every one Guaranteed for Service.

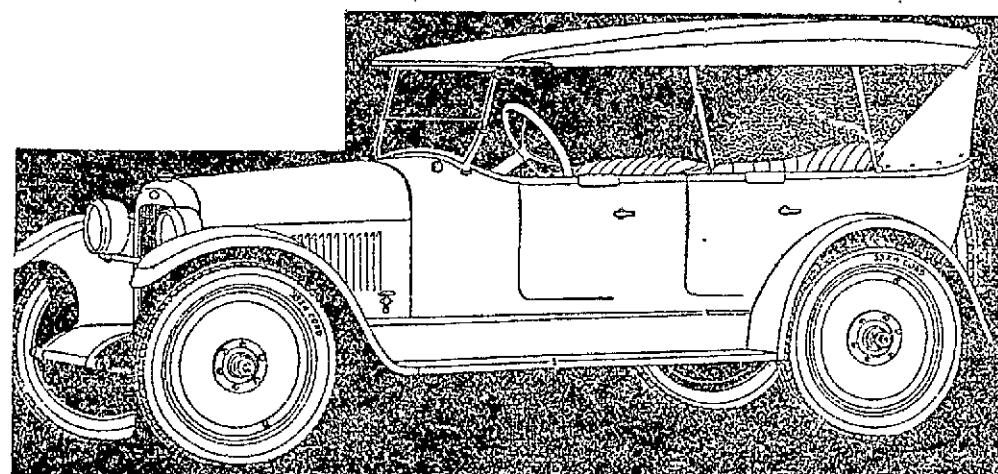
Aug. Jahnke, Jr.

583 Superior Street

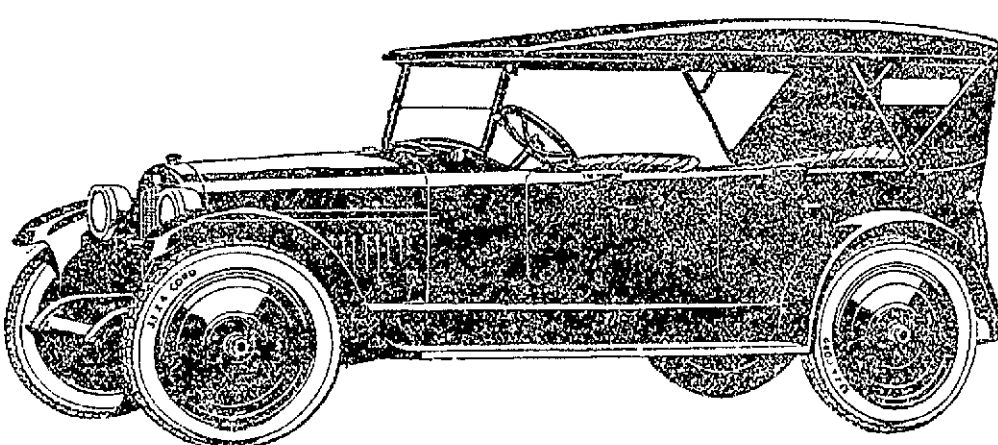
Appleton, Wis.

NASH NASH NASH

"EVERYWHERE A NASH"



\$935 Nash Four Touring



\$1240. Nash Six Touring

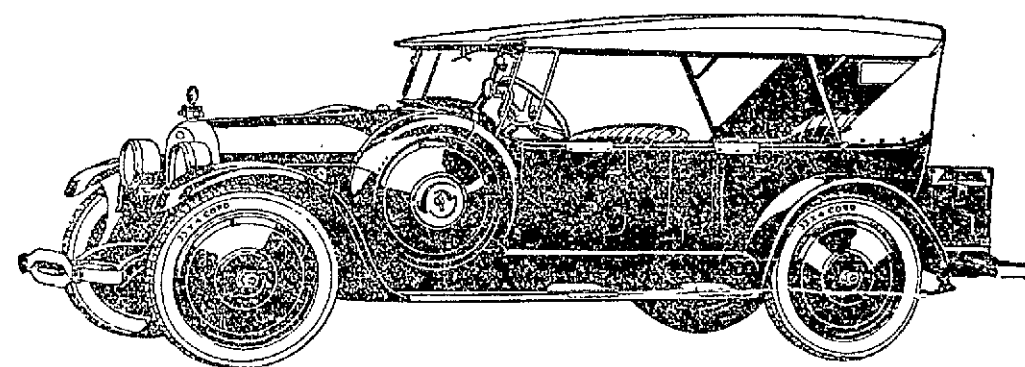
Come For A Ride

Take a test ride today, in a Nash. You'll be instantly won to the even and generous power of its motor and the thrift with which it conserves gasoline and oil. Notice the ease of steering, the smooth sureness of the clutch mechanism and the eager, constant action of the brakes. And you'll notice, besides, a score of other important developments.

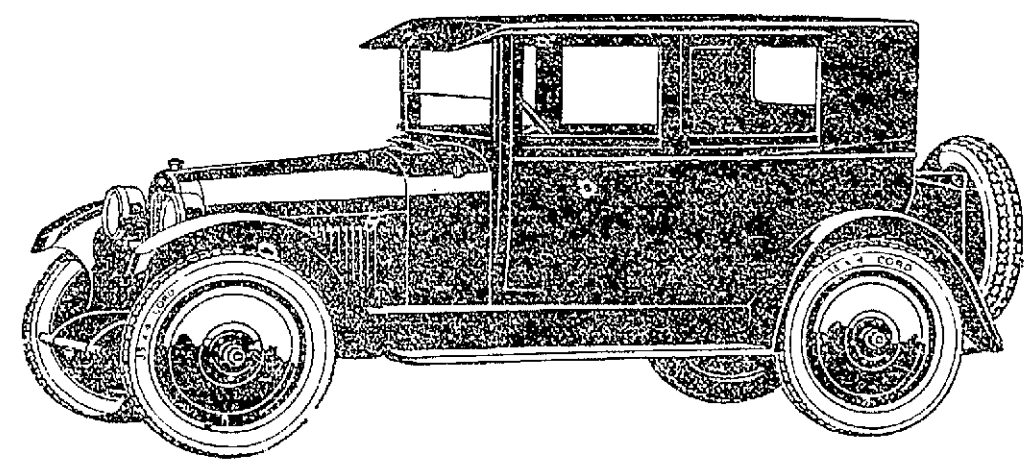
Other Nash Models

Four Cylinder, 5 Pas. Sedan \$1445
Four Cylinder Sport Model \$1195
Four Cylinder Roadster \$ 915
Six Cylinder, 4 Door Coupe \$2090
Six Cylinder, 4 Pass. Coupe \$1890
Six Cylinder, 5 Pass. Sedan \$2040
Six Cylinder, 7 Pass. Sedan \$2190
Six Cylinder, 7 Pass. Touring \$1390
Six Cylinder, 2 Pass. Roadster \$1240

All Prices F. O. B. Factory



\$1645. New Nash Six Sport



\$1275 The Nash Cariole

Appleton Sales Rooms
Langstadt-Meyer Bldg.

737 Washington

Phone 932

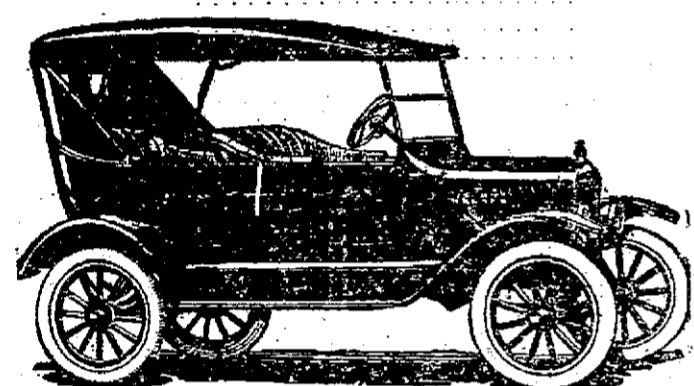
Tri-City Nash Company

I. E. MAXWELL, Appleton Manager

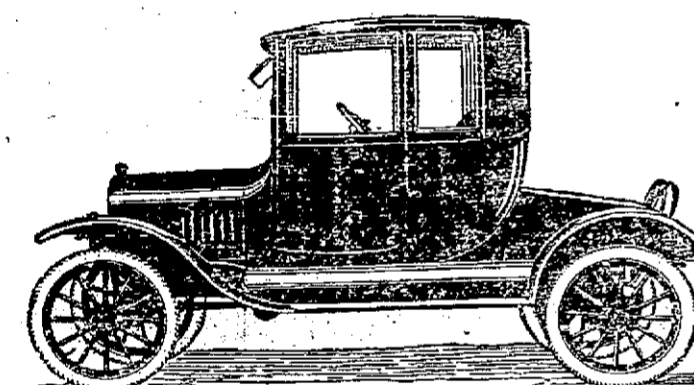
Neenah Sales Rooms
111 No. Commercial Street
Phone 804

Ford

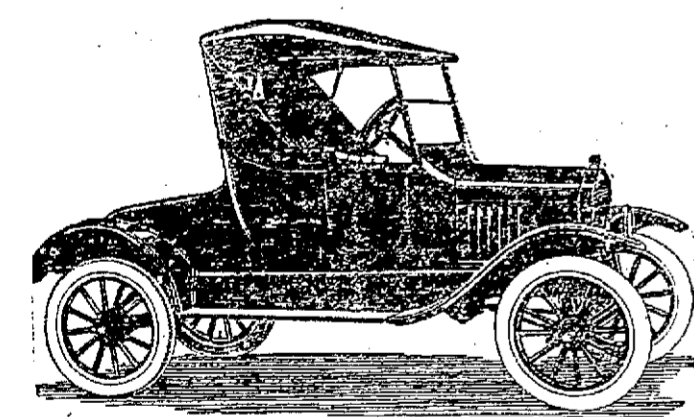
The World's Greatest Automobile Values



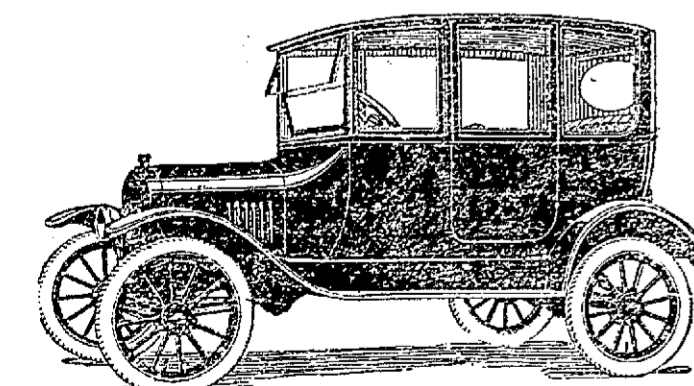
\$298 f.o.b. Factory



\$530 f.o.b. Factory



\$269 f.o.b. Factory



\$595 f.o.b. Factory

The *Ford* Car
THE UNIVERSAL CAR

NEW PRICE

\$298

F. O. B. Detroit

The Ford Weekly Purchase Plan Will Enable Every Family To Own A Car.

If you do not own a car—NOW is the time to investigate the New Ford Plan.

The Automobile has long ceased to be a luxury—It is now a necessity. WHY DENY YOURSELF A NECESSITY WHEN IT IS EASILY WITHIN YOUR REACH?

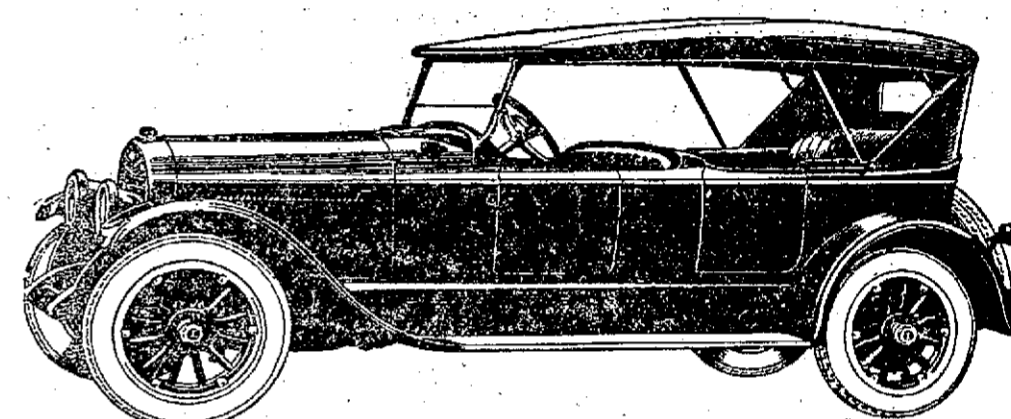
\$5.00 deposited in one of the local banks will start you on the way to the ownership of a Ford Car. A small amount set aside each week, which will scarcely be felt, and the car will soon belong to you.

Under the terms of this plan you can select the type of Ford you desire.

In the meantime your money will be safely deposited to your credit in the bank where it will accumulate interest.

**Come In And Let Us
Talk Over This Plan
With You.**

OWN A FORD THIS SUMMER AND GO WHEREVER YOU WISH; WHENEVER YOU WISH FOR PLEASURE—RECREATION AND PROFIT



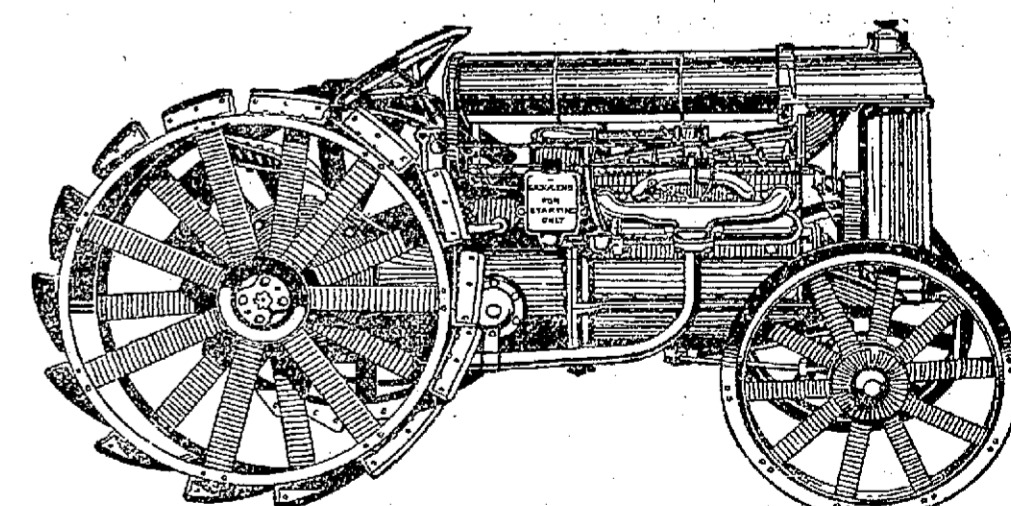
LINCOLN *Get Behind the Wheel*

Lincoln Motor Cars are produced by the world's greatest automobile manufacturing institution in accordance with the highest standards of manufacture known to the industry. Quality and character will persistently stand foremost.

The ease of mind and sense of security in driving a Lincoln endures from the minute you open the throttle until you are back from the trip.

It is the avowed purpose of the Ford Motor Company that each Lincoln purchaser shall receive the finest and most satisfying motor car which it is possible to produce. To that end this development of the Lincoln, its manufacture, its distribution and its service will be carried to the highest degree of perfection by placing behind it the vast resources of the Ford Motor Company.

F. O. B. Factory	
Touring, 7 Passenger	\$3800.00
Phaeton, 4 Passenger	3800.00
Roadster, 2 Passenger	3800.00
Coupe, 4-5 Passenger	4400.00
Sedan, 4 Passenger	4600.00
Sedan, 5 Passenger	\$4700.00
Sedan, 7 Passenger	4900.00
Limousine, 7 Passenger	5100.00
Town Limousine, 7 Passenger	7200.00
Town Car, 7 Passenger	7200.00



Fordson Tractor--The Farmers' Best Friend

THE FORDSON TRACTOR proves equal to a variety of services every day in the year. Its valuable power is not confined to plowing, harrowing, making seed-bed, cultivating, reaping, threshing, and carrying the grain to market, but in a hundred and one different demands which constantly abide with the farmer: the cutting of ensilage, filling the silo; shelling of corn and cutting of feed; digging the drains, pumping and for irrigation; for pulling stumps; furnishing power for milking, separating, churning; for doing the household washing; supplying running water to the home; giving electric light; a faithful, reliable economical servant, that brings to the farmer all the conveniences and refinements of the city, and at the same time is the best solution of the labor problem.

AUGUST BRANDT COMPANY

Appleton

PHONE 3000

Wisconsin

APRIL

FOX RIVER VALLEY

1923

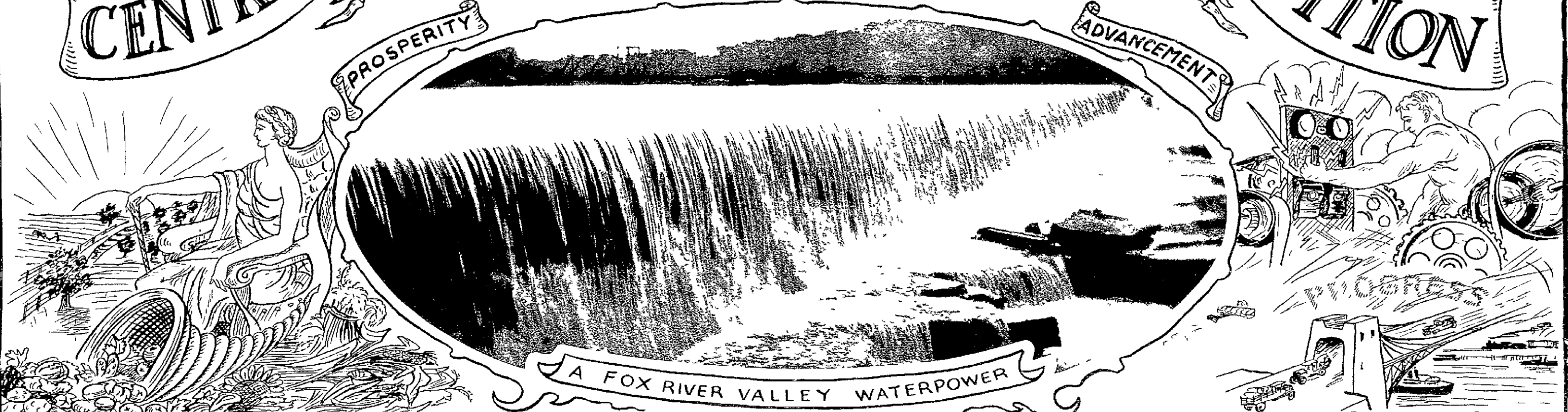
CENTRAL

•APPLETON•NEENAH•MENASHA•KAUKAUNA•

EDITION

PROSPERITY

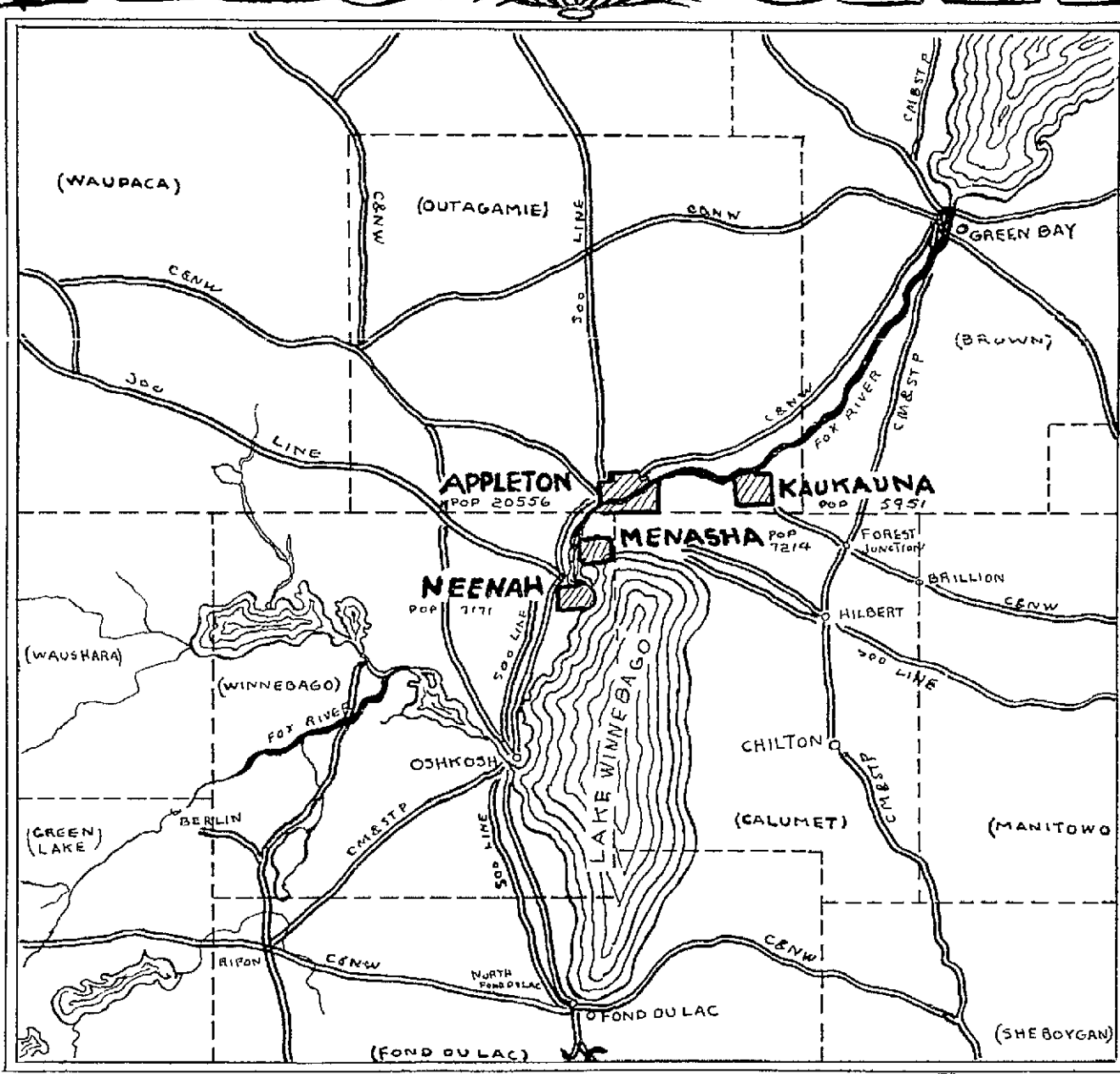
ADVANCEMENT



APPLETON POST-CRESCENT



WISCONSIN AVENUE - NEENAH



MAIN AVENUE - SOUTH KAUKAUNA

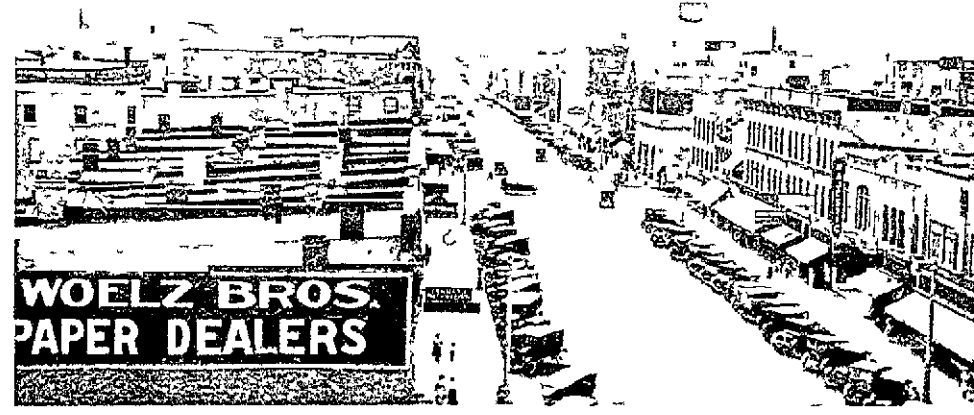


THE TRIANGLE - MENASHA



WISCONSIN AVENUE - NORTH KAUKAUNA

THE FOX RIVER VALLEY



COLLEGE AVENUE
LOOKING WEST



COLLEGE AVENUE
LOOKING EAST



ANOTHER VIEW OF
COLLEGE AVENUE

ENGELSTADT, O.

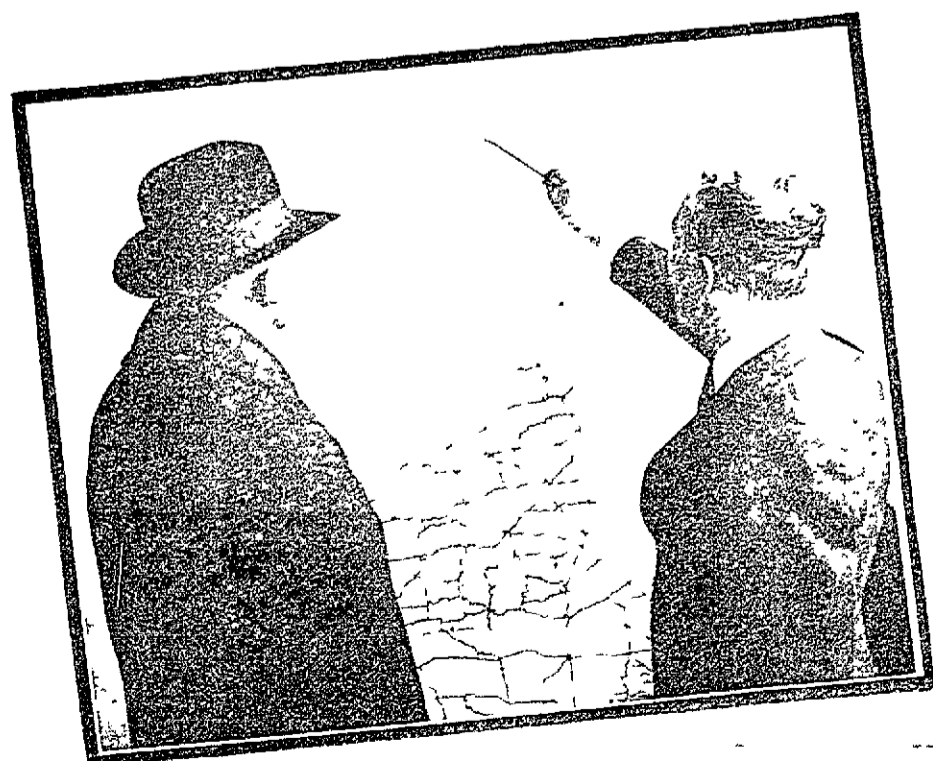
APPLETON CHAMBER *of* COMMERCE



WHAT THE CHAMBER OF COMMERCE IS FOR

- To make the citizens think.
- To get businessmen pulling together.
- To raise the standards of doing business.
- To develop the business of the community.
- To inspire civic pride and good citizenship.
- To obtain good government at reasonable cost.
- To encourage physical improvement of the city.
- To make the city a better place in which to live and work.
- To give expression of businessmen in the welfare of the community.

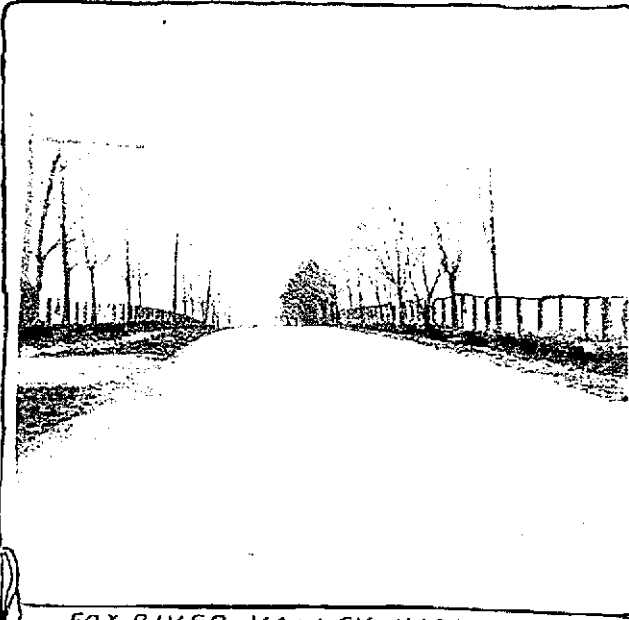
Appleton Chamber of Commerce
Appleton, Wisconsin



APPLETON-NEENAH-MENASHA KAUKAUNA THE WATER POWER CITIES



"LOVERS' LANE" ALONG THE FOX RIVER



FOX RIVER VALLEY HIGHWAY
APPLETON-DALE ROAD



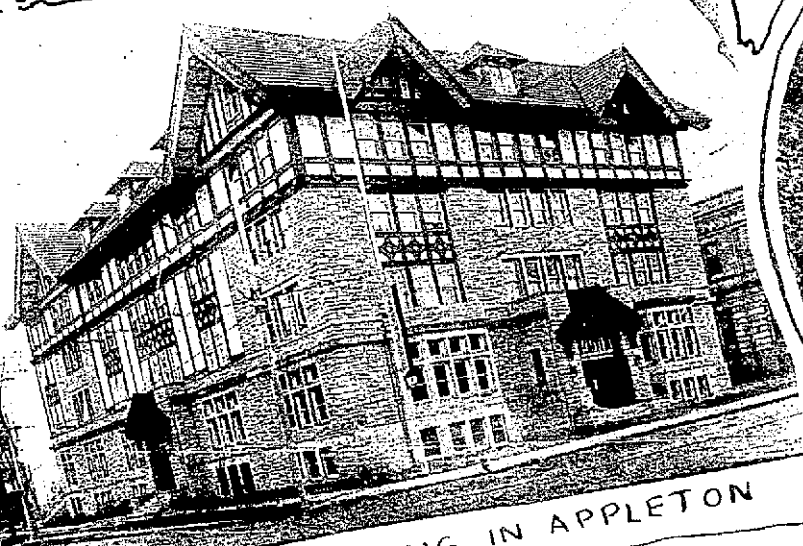
APPLETON CITY HALL AND LIBRARY



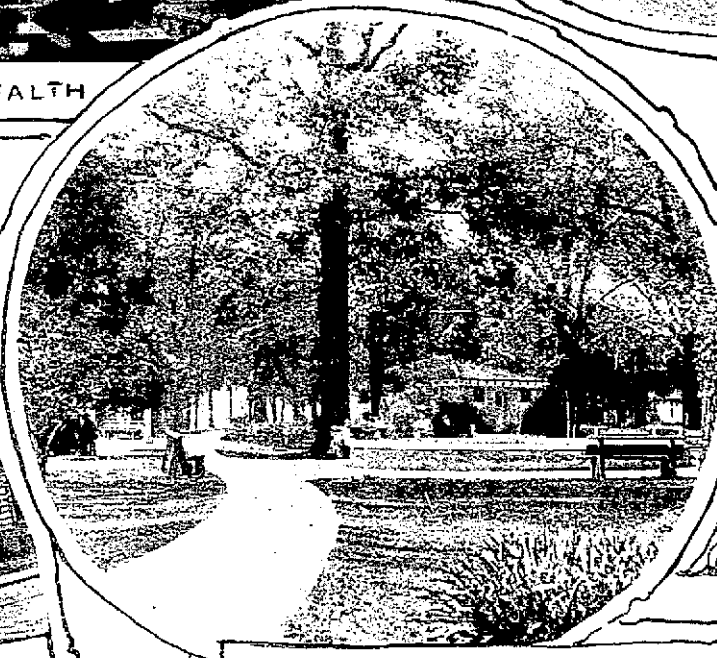
THESE MILLS ADD TO VALLEY'S WEALTH



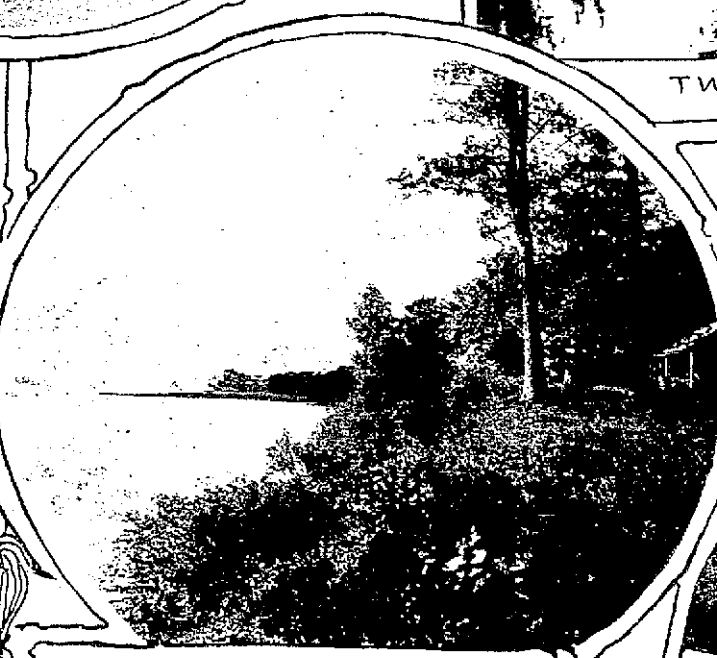
TWO TRANSPORTATION SYSTEMS



Y. M. C. A. BUILDING IN APPLETON



APPLETON CITY PARK
A BEAUTY SPOT



ALONG THE FOX RIVER



LAWRENCE MEMORIAL CHAPEL



TREES LINE APPLETON STREETS



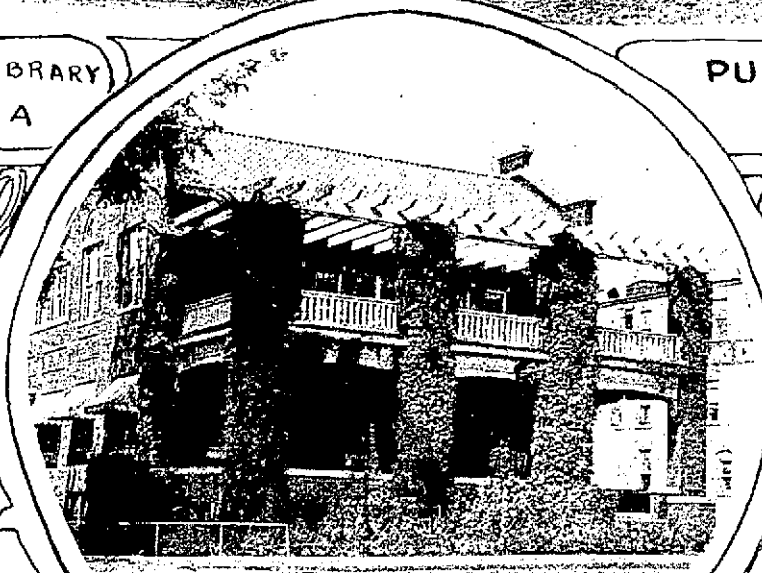
ELISHA D. SMITH LIBRARY
MENASHA



PUBLIC LIBRARY
KAUKAUNA



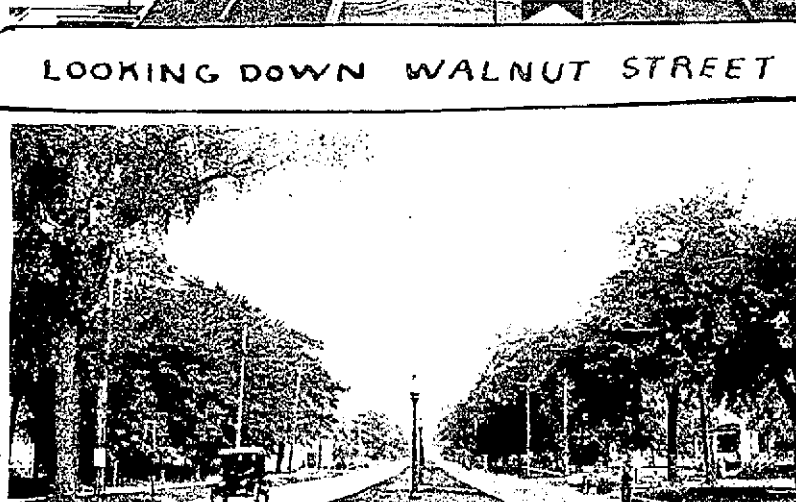
LAWRENCE COLLEGE CAMPUS



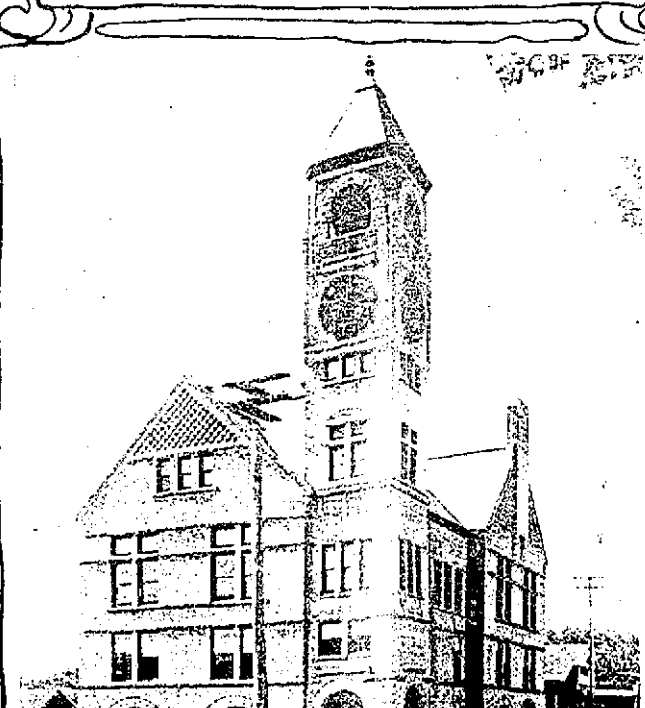
HOME OF APPLETON ELKS



LOOKING DOWN WALNUT STREET



TWINCITY STREET - NICOLET BOULEVARD



CITY HALL AT NEENAH



SHATTUCK PARK AT NEENAH



MUNICIPAL BUILDING, KAUKAUNA

FOX RIVER PAPER COMPANY

APPLETON, WISCONSIN

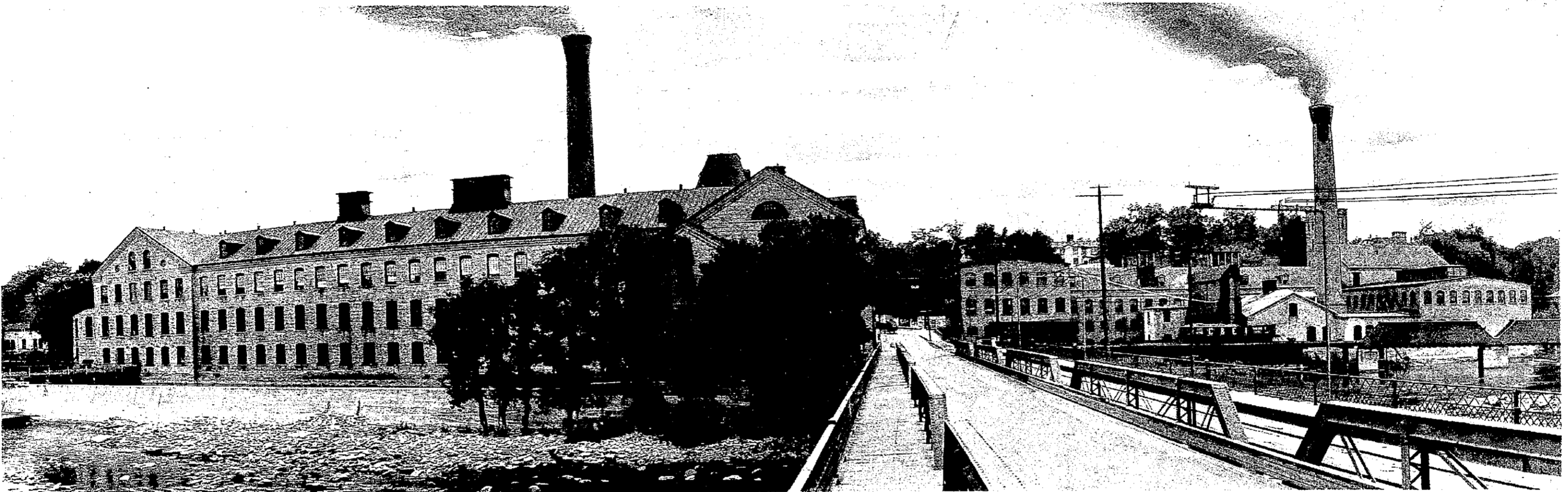
WM. C. WING, President
H. K. BABCOCK, Vice President

EDWARD T. GAMSKY
Sales Manager



L. F. HAYWARD
Manager New York Sales Office

JOHN STEVENS, JR., Treasurer
M. B. OLMSTED, Secretary



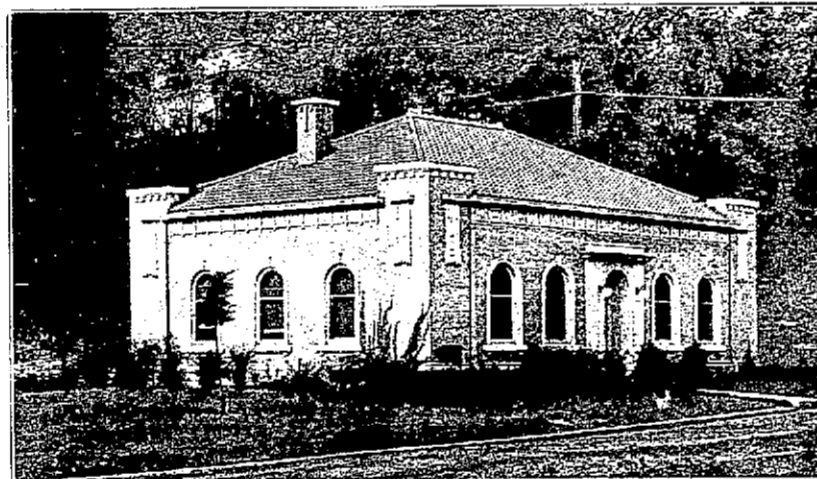
RAVINE, LINCOLN AND FOX RIVER MILLS

Forty Years of Progress in Fine Paper Making

In early days Wisconsin was one of the great wheat growing states of the Union, and quite naturally Appleton and the Fox River Valley, by reason of its water powers, became a flour manufacturing district of more than considerable importance. During this period and somewhat before the flour manufacturing business moved westward near the new and great wheat growing states that were developing west of the Mississippi river, there was organized at Appleton, Wisconsin, a company for the purpose of manufacturing flour and paper under the name of the Fox River Flour & Paper Company. The charter for this company granted by the State of Wisconsin bears the date of March 30, 1883.

At the start, the principal business of the company was the manufacture of flour, but almost immediately a small one-machine paper mill was built on the property of the company to utilize the valuable water power which this company had acquired.

This little paper mill was only 39 ft. by 100 ft. in size, employed about seventy-five workers, and had a capacity of four tons of paper per day. Within four years the company's paper business grew to such an extent that the manufacture of flour was discontinued and another paper mill was built in 1887, which increased the capacity to twelve tons of paper manufactured per day. Having a well founded policy from the start of making "Papers of Character" and being the first mill in Wisconsin and one of the first mills in the middle west to undertake the manufacture of high grade, rag content Writing Papers, the company met with unusual success and the growth of its business was remarkably rapid so that in 1893 it was deemed necessary to build still another mill on adjoining property. This was accomplished, and increased the total daily capacity of the company to thirty tons per day of Writing Papers with a total number of workers employed increased to 375.



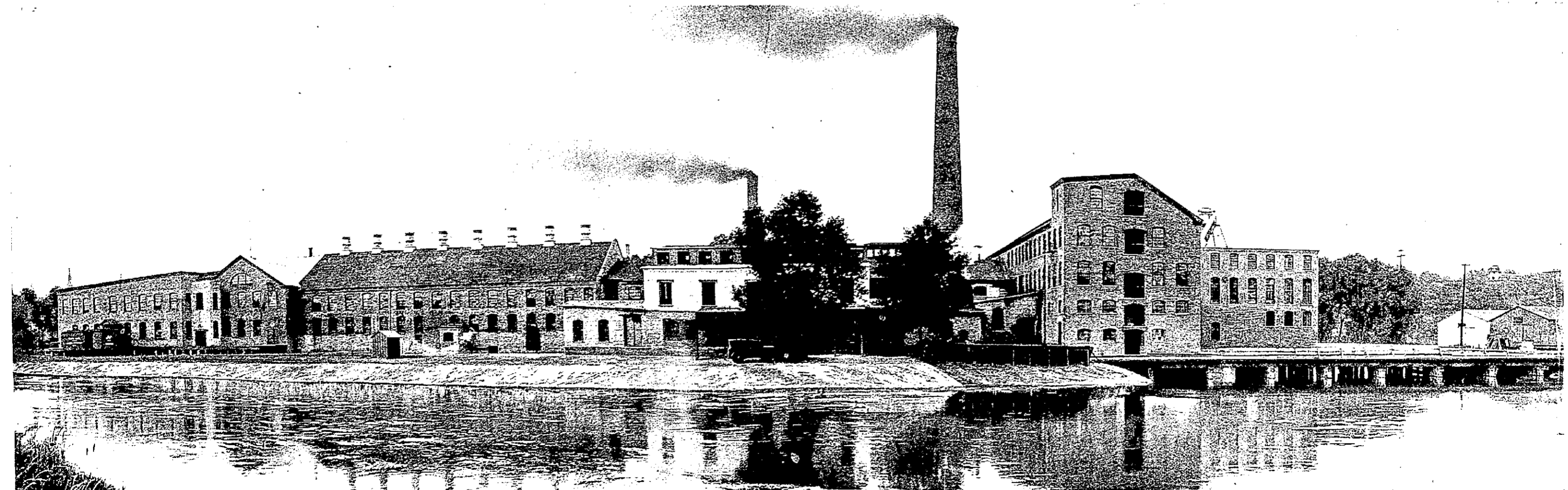
EXECUTIVE OFFICE

The demand for the Fox River Paper Company's product continued to grow year by year, which permitted of their reducing the number of grades manufactured and standardizing on a certain few grades and still keep their mills operating to capacity. For several years prior to the year 1920, its papers became so standardized and so well distributed as to make it impossible to accept any new business or new customers. This situation naturally resulted in the company's giving consideration to again increasing its production and in June of 1920, the company acquired another two-machine mill property known as the Telulah Mill immediately across the river from original mills and served by water power developed at the same level and by the same dam which serves the Fox River Mills.

This Telulah Mill was entirely remodeled and rebuilt into a modern Writing Paper property and with its addition, the company's daily production was increased to fifty tons per day and its total employees to over five hundred men and women.

From a small beginning of four tons per day, the Fox River Paper Company, in producing fifty tons per day of Writing Papers, finds itself as an individual company the largest producer in the United States of the particular grades of Bonds and Ledger Papers it now manufactures. Being located in the very center of a city of over twenty thousand population served by three railroad systems, having outright ownership of its water powers, a generous supply of clean pure water furnished by artesian wells and large filtration plants so necessary to good paper making together with an organization of high grade skilled workers, permits the Fox River Paper Company to live up to its slogan of making "Papers of Character", the names of some of which are listed below.

The Fox River Paper Company is Appleton's largest industrial plant and ranks first in the amount of taxes paid, number of employees, annual pay roll, and value of commodity shipped to the outside world.



TELULAH MILL

Manufacturers of "Papers of Character"

Wall Street Bond

Chanticleer Bond

Old Badger Bond

English Bond

Defender Bond

Right of Way Bond

Old Badger Ledger

Old Faithful Ledger